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# THE Publishers' Weekly

## *The American Book TRADE JOURNAL*

VOL. CXIV

NEW YORK, DECEMBER 1, 1928

No. 22



### *There is one book club that blackballs most would-be members.*

The Thousand-a-Week Club is the most exclusive organization in the world. The hard-boiled Admissions Committee asks only one question: "Is this book selling at least a thousand copies a week?"

Booksellers like to have members of the Thousand-a-Week Club around their stores. So we take pleasure in calling your attention to these active members in good standing:

JOHN BROWN'S BODY, by Stephen Vincent Benét, \$2.50 (Elected Aug. 15th)

POINT COUNTER POINT, by Aldous Huxley, \$2.50 (Elected Oct. 8th)

MR. BLETTSWORTHY ON RAMPOLE ISLAND, by H. G. Wells, \$2.50 (Elected Nov. 16th)

LILY CHRISTINE, by Michael Arlen, \$2.50 (Elected Nov. 23rd)

A BROOD OF DUCKLINGS, by Frank Swinnerton, \$2.50 (Elected Nov. 23rd)

We expect to hear of these elections any moment: PILGRIMS OF ADVERSITY, by William McFee, \$2.50; WE FORGET BECAUSE WE MUST, by W. B. Maxwell; RAIDERS OF THE DEEP, by Lowell Thomas, \$2.50; AT THE SOUTH GATE\*, by Grace S. Richmond, \$2; THE FOOLISH VIRGIN,\* by Kathleen Norris, \$2; THE DOCTOR LOOKS AT MARRIAGE AND MEDICINE, by Dr. Joseph Collins, \$3; OFF THE DEEP END, by Christopher Morley, \$2.50; and MONEY FOR NOTHING, by P. G. Wodehouse, \$2.

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\*Former members of the Thousand-a-Week Club. Will be reinstated by Christmas advertising.

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makes up  
your mind?**



THE cancellations of a famous hotel began to assume staggering proportions when a rumor began to circulate that it was closing down because its property lease had expired. A propagandist was called in. He advised the signing of a long-term contract with their chef at a huge salary. The press carried the story and the rumor died.

In this way does propaganda mould public opinion. It is the invisible network that makes up your mind. Read about this tremendous force in *Propaganda*. It is the work of Edward L. Bernays, one of the foremost public relations counsels in America. \$2.50.

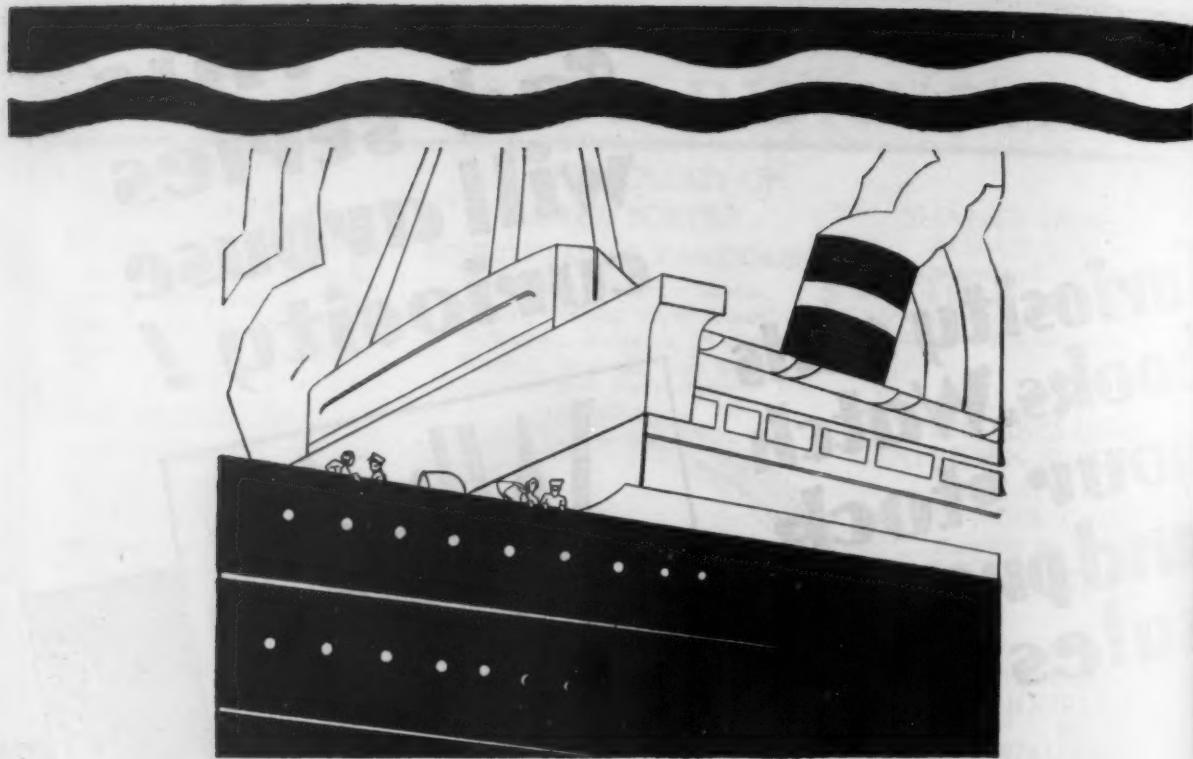
# PROPAGANDA

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Author of "Crystallizing Public Opinion"

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# TRANSPORT

is the title of Isa Glenn's fourth novel which will be published on January 4th.

From the publication of her first novel *HEAT*, to the publication of her third, *SOUTHERN CHARM*, we have noted the almost exuberant welcome which Isa Glenn has received from the critics as a superb craftsman and as a novelist whose works are a real contribution to American literature. We have noted, too, her sales which have steadily increased, and which in the case of her last book *SOUTHERN CHARM* were very much greater than they have been for either of her earlier novels.

It thus became apparent long before we received the manuscript for *TRANSPORT* that Isa Glenn was, sooner or later, destined to become a big seller. Imagine our delight, then, (which you will share) when we found that *TRANSPORT* had all the earmarks of a best seller.

Action is there—a thing somewhat lacking in her earlier works. Romance is there—personified by two who, after many lighter loves, find at last the real thing in each other. Philosophy is there—just a touch to hint at someone in the wings perpetrating this grim joke, life. And, there, blended together, are a group of living characters and a series of incidents, inevitable yet of an almost bizarre strangeness. For *TRANSPORT* is a study of how human beings can behave when penned together under tropic skies. It strips humanity of its outer coating showing the essential human being.

For these reasons then, we have picked *TRANSPORT* as a best seller. We are going out with heavy artillery in the shape of publicity campaigns and advertising to put it over. It is up to you to hold enough stock so that, when the bombardment opens on publication day, you are ready to deal with the rush.

**TRANSPORT by Isa Glenn · Published Jan. 4 · \$2.50**

**730 Fifth Ave. · ALFRED · A · KNOPF · New York**



The Editorial Committee of the American Booksellers' Association has chosen this hauntingly beautiful novel as their December Book Selection. It is a book which you can unhesitatingly recommend to any imaginative reader.

# THE WANDERER

*Translated from the French of  
Alain-Fournier with an Introduction by  
Havelock Ellis*

Alain-Fournier, like many another unknown French soldier, went to his obscure death in the first year of the Great War. He left behind only "Le Grand Meaulnes," an extraordinary first novel, which rose slowly but steadily to a position of importance. To-day continental critics regard it as a modern classic.

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# from THE INNER SANCTUM of SIMON AND SCHUSTER

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 A month or so ago *The Inner Sanctum* announced a contest for the best answer to the question: "Should These Public Ponderings Be Continued or Discontinued and Why?"

 After a month of private pondering Your Correspondent has decided to give the prize (a copy of STANLEY MORISON's *Modern Fine Printing*) to Miss PAT HUNT of *Pat Hunt's Bookshop*, Hollywood, California. To our way of thinking the best answer came from Mr. EARNEST ELMO CALKINS, and we wish he were a professional as well as an amateur bookseller. With this non-intentional left-handed complement for Miss HUNT, we hasten to the Shipping Room for the Corrugated, Paper and Twine, with the best of luck and many thanks to PAT.

 Almost a year ago Your Correspondent began his crusade *pro Bambi* in these columns.

 A year has increased Y. C.'s conviction that *Bambi* is a book for the years. It is hard to get people to read *Bambi* (you know, a story about a deer, who cares, and all that) and yet in addition to the *Book-of-the-Month Club* sale, 31,000 have been sold to date.

 Of all the books S&S have published in These First Almost Five years, it seems to *The Inner Sanctum* that there are two likely to last for a long time: *Bambi* and *The Story of Philosophy*. Others will also have a back-list sale, but those two, we feel, will be classics known throughout the world.

 It is as yet too early to tell, but another book may go down through the years: *The Art of Thinking* by ABBE DIMNET—the life work of a rare personality. *The Inner Sanctum* was delighted to hear from The Saturday Review that Professor JOHN DEWEY of Columbia University is reviewing it this coming week. From advance rumblings the review is a beaut. Watch for it.

 Through an oversight our recent ad for *Cross Word Puzzle Book Series 11* called it "First on the list of best sellers." This headline was explained in the ad proper as first on *Baker and Taylor's* current list. However, the ad omitted to point out that it was first in

Non-Fiction on the *Baker and Taylor* report. Perhaps it is unnecessary to go to all this fuss in explaining. *The Inner Sanctum* does so merely because it believes in making all statements of this sort as specific as possible.

 One of the troubles of mentioning books of other publishers is that rumors travel so weirdly in bookselling circles, that *The Inner Sanctum* is practically merged with any publishing house the moment it professes a liking for a certain book. Nevertheless, Your Correspondent enjoyed *The Greene Murder Case* more than any novel within the past month, but still prefers *The Bellamy Trial*.

 The toughest Bridge Problem Your Correspondent has ever encountered is the one Lenz has gotten up for the Vaniva people. Here it is: Try and make a grand slam.

S:-6	
H:-8, 5	
D:-A, K, 8, 6, 5, 3, 2	
C:-A, K, 7	
<b>NORTH</b>	
W	E
E	A
S	S
T	T
<b>SOUTH</b>	
S:-8, 5, 4, 3, 2	
H:-Q, 7, 6, 2	
D:-4	
C:-J, 6, 5	
<b>WEST</b>	
S:-A, Q, J, 9	
-A, K, J, 10, 4, 3	
D:-	
C:-9, 4, 2	

Hearts are trumps. West leads the Queen of Diamonds. How many tricks can North and South win against any defense by East and West?

 436 prizes are offered on this problem, beginning with a Willys-Knight automobile.

 *The Inner Sanctum* is now preparing a window display and circulars to tie up this problem with the sale of the Lenz bridge books. Write, wire, or telephone us (not collect please) if you can make a grand slam out of this hand, and also if you want to use the display in selling the Lenz bridge books.

—ESSANESS.

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What a book—**THE LIFE OF MOSES**. It certainly made a big splash in the last week. As you know, the book made a big hit in England. Letters have been pouring in here from all kinds of people telling us what a wonderful book we have. Arnold Bennett writes, "Impressive it assuredly is." Henry Van Dyke writes, "This book is full of interest and of great beauty, open and hidden. Here is shown the secret of Swedenborg, the threefold sense of Scripture. It is like a novel for adventure, like a prophecy for wisdom, like a parable for deep meaning." Watch what the American critics have to say about it between now and Christmas. "**THE LIFE OF MOSES** is a more impressive performance than Ludwig's 'Son of Man'"—The Bookman. "Will never pass into the limbo of forgotten books"—Sketch. "This is no ordinary book. As a work of art it is singularly beautiful. A book of

rare charm and distinction. Edmond Fleg reaches heights that are hardly short of sublime."—Methodist Recorder. Here is a book that has all the essentials of a best selling biography. One of the thrills of bookselling is to recommend a book to a customer and have him come back and thank you for your recommendation enthusiastically. Show this book to your customers.



**THE REBEL GENERATION**, selected by the Book League of America as their January book, will be published in December.



Today is the publication date of D. B. Wyndham Lewis' new book, **A CHRISTMAS BOOK**. Like Dickens' "Christmas Carol" such a book comes once in a lifetime.



Mukerji's new book, **GHOND THE HUNTER**, has been selected by the Junior Book-of-the-Month Club, Inc. as their December Book of the Month.



Next Saturday and Sunday in the New York Times book section, Herald-Tribune book section, and the Saturday Review of Literature, there will be a full page advertisement on the Milne books and the Mukerji books. There will also be large two column and three column individual ads on **PIGSTIES WITH SPIRES**, **THE REBEL GENERATION**, **MEN OF SILENCE**, **FAVORITE JOKES OF FAMOUS PEOPLE**, **THE BALLAD OF READING GAOL**, **LOVE**, **THE LIFE OF MOSES**, **WITS' END**, **THE MURDERS IN SURREY WOOD**, **A CHRISTMAS BOOK**, **THE CHEVALIER DE BOUFFLERS**, **THE NIGHT BEFORE CHRISTMAS**. Smaller space will be given over to **SING IT YOURSELF**, **THE INTRUDER**, **THE SHADOW OF THE IROQUOIS**, **KEEPING OFF THE SHELF**, **MY STUDIO WINDOW**, **SLAVES OF THE SUN**, **I SAW IT MYSELF**. These are the Dutton books which are selling extremely well and which you will want to watch especially between now and Christmas.



With a list as big as ours it is extremely difficult to keep all our books in stock during the holiday season. It is essential, however, that Dutton books be delivered to you with the least possible delay at this time of year. Try to anticipate your needs. Try to make your orders as clear and your instructions as precise as possible. If our people fall down on the job, write or wire immediately. We might follow the example of the Atlantic Bookshelf and give ourselves the slogan "Do everything possible to get Dutton books out of the book shops by Christmas."

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THE NEW YORK TIMES  
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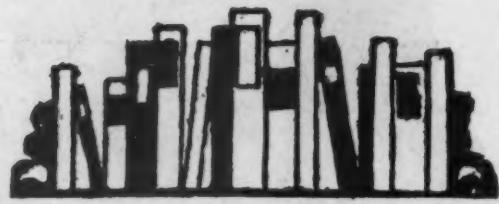
By Sarojini Naidu

Sarojini Naidu, who was elected by vote of the people as President of the Indian National Congress, to follow Mahatma Gandhi in that office is, by common consent, the most accomplished living poet of India, writing in English. She is at present in America on a lecture tour and is receiving widespread publicity. In this volume are included all the poems of Sarojini Naidu previously published in the three volumes: "The Broken Wing"; "The Golden Threshold"; and the "The Bird of Time."

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383 MADISON AVENUE, NEW YORK

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 1, 1928

## The Best Paying Shelf in the Shop

*The Dealer's Reference Catalogs May Prove His Most Profitable Five Feet of Shelving*

Holland Hudson



**“W**HICH shelf in your bookstore gives you the best turnover with the least overhead?"

For six years, when opportunity allowed, I have asked this question in various forms, of booksellers in New York, Washington, and various New England cities. Only recently has it elicited an answer

which may contain useful suggestions for other booksellers. This time the answer was made by the manager of the book section in a department store.

Most booksellers have been quite sure that the shelf of recent fiction means the most turnover with the least overhead. An occasional bookseller has nominated the shelf or table devoted to the better known biographies, to new non-fiction books, such as "The Arcturus Adventure," most of which sell for more than novel price.

But my latest informant showed me a shelf in the back of the book section from which no book ever passed into a customer's hands, but which, he says, sells more books per square inch of space utilized than any

other shelf or table space in the section. It is the catalog shelf.

From a considerable observation of bookselling, however, I doubt whether many booksellers appreciate the retail selling possibilities of catalogs and reference books as they are realized in the particular bookshop whose method is the basis of this article. Catalogs may be merely publishers' price lists, or they may be, by virtue of the manner in which the bookseller utilizes them, a multiplication of his book stock exceeding many times the physical capacity of his shelves. If you do not know how the catalogs are best used, and where to look for the out-of-stock title, you are no better off than if you had no such tools of trade building. If, on the other hand, you have a general knowledge of catalogs, they may be employed definitely and effectively in increasing sales which in a year justify many times over the space they occupy.

The catalogs of some publishers are better designed than others as an aid to the bookseller. Some publishers have told me that it is not easy to decide what kind of listings, arrangements, and descriptions will prove most useful to the trade. A publisher is supposed to know so many things—which books to publish, how to manufacture them economically and attractively, how to advertise them effectively, and finally, how to catalog them for the bookseller so that the catalog is of some actual service. Occasionally, a bookseller passes

on a suggestion to a publisher, but for the most part, the publisher knows only that he buys or doesn't, and that he pays his bills or doesn't. Among the several advertising men for publishers whom I know there is not one who does not seize eagerly upon every suggestion regarding his craft from any bookseller and ponder it, giving it, very often, more weight than it deserves. If a publisher has a line which you could sell better with a better catalog, the probabilities are strong that he would welcome suggestions for the improvement of his catalogs and and lists, for it will be to his advantage.

In this bookshop where catalogs are so highly prized, I found that the knowledge and use of the catalog were only the first steps. Coupled with these was a sales policy involving a very adroit, but perfectly straightforward, use of the order blank, and the customer's psychology surrounding the written word. Let us say that the salesman in this store has reason to believe that the book asked for is not in stock. The customer is led directly to the order desk, a small table just in front of the catalog shelf. Should the book then be found in stock, the sales slip is written at that point. In most stores, when a search of the stock refuses to disclose the wanted book, the salesman says:

"We haven't it."

Then, after a pause in which, too frequently, the customer's desire to purchase the book evaporates, there follows, haltingly:

"But we can get it for you."

In this bookshop the salesman writes the title and author of the book on the order form such as is sent to publishers, and then says:

"I find we haven't a copy of the book, but we shall be glad to put in your order immediately."

The customer sees the name of the book already written on the order form, and very rarely does this potent visual suggestion result in a negative answer. The first

step taken is the requisition for purchase from the publisher. The record of the customer's name and address becomes the concluding step in this effective sales method.

If you are at times a book buyer as well as a bookseller, in how many shops have

you not shifted from one foot to the other while the bookseller rummaged in the recesses of his desk for a form on which to take your name and address, and finally, the name and title of the book? And have you not occasionally taken the catalog from his hands and found the price in the interest of your

own time, and in regard for your patience?

The mathematically-minded bookseller who has not applied this principle in his individual fashion will object that, since the trade discount on individual volumes is usually small, the profit on a single transaction of this kind is insignificant.

In the book section where I gleaned the basis for this article, the intention is that every customer shall regard this store as a place where he can buy any book in print. The result, is to build orders for out-of-stock books up to a point where sheer volume offsets the slightly smaller discounts involved, and to bring customers back to this store, rather than somewhere else, for books which most booksellers have in stock.

Catalog selling, says this bookseller, has a definite and visible promotion value. It promotes sales in place of what a department store calls "want reports"; it increases the number of regular customers who make retail bookselling show its major profits.

If you cannot get the additional twenty-five feet you want next door, if you cannot order in quantities to allow the most favorable mark up, if your clientele is too largely made up of one-call customers—why not give the catalog shelf a trial?

The holidays afford excellent opportunities for the application of catalog selling. Few bookstores are large enough, or affluent enough, to stock the variety of titles which will be selected for holiday

*M* R. HOLLAND has not titled his article without reason. For six years he explains, he asked booksellers which shelf in their stores gave them the best turnover with the least overhead and only recently has it brought forth an answer by which other booksellers may profit. He passes it along now with advice as to how to make it your answer.

## BOOK BUYING A YEAR-ROUND PLEASURE



*The new poster of the National Association of Book Publishers which has been mailed out to bookstores. The Feder Studios created the poster which is done in the new silhouette photograph style—the first time this method of photography has been applied to a poster. The association is suggesting that this be used with last year's colored poster, "Make This A Book Christmas."*

presents. A skillful and experienced salesman, to be sure, can often switch the prospective customer from something he asks for to something the bookseller has in stock. Some booksellers, however, are beginning to doubt whether this switching process is as effective a builder of future sales and regular customers as the practice of getting for every customer who has a definite preference, the very book he has in mind.

Not every parent or relative, for instance, will this year ask for the outstanding books which are piled high upon the counters. Many will turn to books remembered from their own early reading or a classic by some illustrator of their own established preference. Children, like adults, have their preferences among illustrators, and insist upon them. Save for the specialists in books for children, few booksellers can remember all the titles and

all the illustrators. Few parents, on the other hand, fail to appreciate a choice between the many delightful editions offered by the bookseller who does not disdain a little research, a little catalog selling. Quite a few will be influenced by such service to come back to the same bookstore again when they have recovered from the inroads of holiday shopping. Putting himself to the slight trouble involved will be well worth the bookseller's while.

Like most aids to bookselling, the catalog method must not be carried to ridiculous extremes. It cannot take the place of a judicious selection of titles for which a normal demand exists. A bookshop containing little more than catalogs is not a real bookshop. But as an auxiliary method of increasing turnover and adding regular customers, it is a well-tried marketing tool, deserving organized and systematic use.

# Poetry Among the Best Sellers

*Poetry Suddenly Takes Its Place Among the Fictional Doings of the Sophisticates and the Hair-breadth Escapes of the Adventurers on the Lists of Best-selling Books*

Alice Payne Hackett

**D**URING the past five or six years there has been an astounding increase in the sale of poetry. The most remarkable example of this is the success of "John Brown's Body" and "The Buck in the Snow," which have outsold all non-fiction except "Goethe" during the early fall months. Their sales are really unparalleled by poetry in the recent annals of the best sellers.

In 1924 there were no books of verse on the annual list of best-selling non-fiction compiled in the office of *Publishers' Weekly*. In 1925 "When We Were Very Young" was third among best sellers and the succeeding year Edgar Guest's "The Light of Faith" was ninth. "Tristram" made an unusual best selling record in 1927, marking the growing interest of the buying public in poetry. It was a best seller for four months, reaching sixth place in July. This year, "Poems in Praise of Practically Nothing" and "Sunset Gun" have appeared regularly on all best selling lists. But the Benét and Millay books have outdone all others. The success of "John Brown's Body" is comparable to that of "The Bridge of San Luis Rey." Both books were not of the type usually expected to appeal to "popular" taste and both were by authors not widely known to the general public. The sales of "The Buck in the Snow" which have already reached 36,500 are not so surprising, for the book was backed by Miss Millay's already great reputation. The first printing was 20,000 copies of which 17,500 were marked "first edition."

One of the most interesting facts in regard to "The Buck in the Snow" is that Brentano's (47th St., New York) original order for the book was larger than any original order they had ever given for *any book of any type*. Only six weeks later

their reorder was fifty per cent of the original order. To Mr. Margolies, manager of the store, who is responsible for the statement above, the sale of "John Brown's Body" was more unexpected. He believes it due in great part to the amount and quality of Doubleday, Doran advertising. He sees at present a big interest in the major American poets, such as Sandburg, Frost, Lindsay and Robinson and in those of lighter mood, Dorothy Parker and Samuel Hoffenstein.

Jean Lawlor, who has been head of Brentano's poetry section for a number of years, believes that the enormous interest in poetry and in books about poetry ("The Winged Horse," for instance), had its origin in the war poetry; that it was the verse of Rupert Brooke and Alan Seager that first stimulated this popular interest.

Both Miss Lawlor and Mrs. Passage, manager of the Doubleday Doran bookshop, The Sunwise Turn, have the idea that the increased sale of poetry is due to the fact that the man in the street has discovered the value of first editions. The frantic eagerness of book buyers to procure first printings of books they believe will become collectors' items, is met by the large printings of works of recognized poets.

Robert Frost's new book, "West-Running Brook," has just been published by Henry Holt. The limited edition was printed by Updike and illustrated by Lankes. Of this limited edition of 1000 copies, 600 were sold in advance of publication, and 142 more within the first week after publication. The entire trade edition of 2,000 copies was sold in advance of publication as well as 3,800 additional copies. Reorders on the first day after publication amounted to 250 copies. Edward Arlington Robinson's "Sonnets (1889-1927)," just published, had a remarkable advance

sale, all of the first printing being ordered before publication. Carl Sandburg's "Good Morning America" was published in a special edition by Random House before the regular trade edition was issued. Miss Millay's book, too, was issued in two finer editions, for which the demand was greater than the supply. For the 31 copies on Japan vellum (\$50), Harper & Bros. received 165 orders, three weeks before publication. For the 649 copies on Rives hand-made paper (\$25) they had 650 orders at the same time.

The Sunwise Turn has the rather specialized demands of a small books hop. Modern fiction is not sold in as great a quantity as in a larger, more general store. The demand for modern poetry is proportionately greater. Mrs. Passage sells a great number of all modern poets, English and American, Robinson Jeffers, Humbert Wolfe, Ralph Hodgson, Joseph Auslander, and, most recently, Eleanor Wylie's "Trivial Breath" and Joseph March's "The Set-Up." Anthologies, too, are popular. But more than anything else, she finds people enthusiastic about first editions. The enormous prices paid by Dr. Rosenbach and others, and recorded in the newspapers, may have laid the foundation for this urge to collect, rather than an appreciation for literature, according to the cynically-minded. The "man in the street" has even picked up all the booktrade jargon and rushes into bookstores upon the appearance of a new Sandburg or Millay shouting for "first printings," "limited editions," "autographed copies" and "large paper editions." With such books as Miss Millay's his confidence is justified, for in one store a first edition of "The Buck in the Snow" was noticed priced at \$4—an increase of 100 per cent with a first edition of 17,500.



Edna St. Vincent Millay

Four years ago this change in attitude of the great buying public toward poetry was heralded in an editorial in *Publishers' Weekly*. "Time was within the easy recollection of poets, publishers and booksellers when it was common opinion in the

trade that volumes of poetry were difficult to sell. The change in this situation has been rapid and complete until the poetry sections and the anthology shelves of the bookstores are among the most frequently visited displays in the shops." Today, the change is even greater. Poetry has reached the top of the non-fiction class.

In the same issue of the *Publishers' Weekly*, Margery Swett, writing on "The New Poetry" called Edna St. Vincent Millay the "best bet of the bookstores." This is more than ever true.

The race between "John Brown's Body" and "The Buck in the Snow," continues and more and more eagerly the army of bookstore owners, managers and clerks, critics and the book-buying public await the new publications of America's poets.

Two poets have been announced in editions for young people for this season which is rather certain evidence that their sale for adults has been so general that it is considered wise to issue selections of their poetry for children. Harper's will bring out "Selected Poems for Young People" by Edna St. Vincent Millay, and Macmillan will issue, in the Children's Classics, "Johnny Appleseed and Other Poems" by Vachel Lindsay. The advance sale on "Johnny Appleseed" has been as good as on the best-selling books in the series, and has been equal to the advance sale on "The Litany of Washington Street," Mr. Lindsay's prose volume which is also being published this fall. Poetry is not only being read and read widely. It is being sold and sold widely.

## In the Bookmarket

ON November 15th Mrs. Alfred Knopf gave a tea in her apartment in the Sherry-Netherlands Hotel in honor of Mr. and Mrs. Francis Brett Young and Kahlil Gibran. Among those present were Zona Gale, Dr. and Mrs. Logan Clendenning, Mr. and Mrs. St. John Ervine, Irita Van Doren, Lawrence Morris, Henry Hazlitt, Nat Ferber, William Rose Benét, Isabel Paterson, Mary Rennels, William Soskin, Robert Morse Lovett, Freda Kirchwey and Isa Glenn. \* \* \* *Dutton* gave a tea last Friday for Frank Ernest Nicholson at which everyone turned up. Mr. Nicholson is the pen, ink and word caricaturist whose book, "Favorite Jokes of Famous People," is just off the press. \* \* \*

Sarojini Naidu, famous Indian poet, who was recently elected to the Presidency of the National Indian Congress, following Mahatma Gandhi, is now in this country lecturing in most of the large cities. *Dodd, Mead* have published his poems heretofore in three volumes, "The Golden Threshold," "The Bird of Time" and "The Broken Wing." These three volumes are now to be published in one volume, under the title "The Sceptred Flute: Songs of India," and Joseph Auslander has written a general introduction to the volume. \* \* \*

Dr. Charles Francis Potter, who two years ago lectured thruout the country for the National Association of Book Publishers, has wrtiten a book which *Simon & Schuster* will publish in April. It is "The Burning Bush: The Story of Religion." In March the same publishers will bring out John Cowper Powys' two-volume novel, "Wolf Solent." The title may be changed before publication. It is a tale of the Dorsetshire moors; some readers have already ranked it with the work of Hardy, as others have mentioned Rolland, Tolstoi and "Of Human Bondage." Mr. Powys comes from the Dorsetshire country himself and dedicated one of his earlier books to Thomas Hardy. \* \* \* *Macmillan* has just published Mr. Hardy's last poems, "Winter Words in Various Moods and Metres," a book that was prepared for publication shortly before his death. \* \* \*

*The Golden Book* this month carries an article about the Perricholi, that same La Perichole who figures in Mr. Wilder's "Bridge of San Luis Rey." The Peruvians have been so much upset over what they call the "false local color," in the presentation of the Perricholi's story that the government and the city of Lima have joined in producing a motion picture designed to retell her story and present the social conditions of the Lima of that period in what is represented as a more accurate and fairer version than that of the Wilder story. \* \* \*

Vere Hutchinson, author of "The Other Gate," a volume of short stories just published by *Knopf* is a sister of A. S. M. Hutchinson, of "If Winter Comes" fame.

\* \* \* It is encouraging to find as serious a book as "Whither Mankind" selling so well thruout the city. The Doubleday, Doran Book Shops and Macy's both announce it as their best-selling non-fiction volume, it is 4th on Brentano's list and 5th on Baker & Taylor's. \* \* \* *W. W. Norton* has just published "Denmark's Best Stories," the best of Denmark's fiction arranged chronologically. The volume is uniform with "Norway's Best Stories" and "Sweden's Best Stories" and with them furnishes a splendid library of Scandinavian literature. \* \* \*

The author of "Jews Are Like That," *Brentano*, is given on the title-page as *Analyticus*. The New York *World* has been doing a little private detective work and now has announced, not so privately, that the author is James Waterman Wise. His father is Rabbi Stephen S. Wise, one of the nine prominent American Jews whose lives and careers are criticized by the young author. \* \* \* Dr. Charles F. Lummis, who has just died, is to have another book published. *Houghton, Mifflin* accepted it for publication a day or two before his death. It will be titled "Flowers of Our Lost Romance," and published in 1929. \* \* \*

On December 15th the *Modern Library* will publish Virginia Woolf's "Mrs. Dalloway." Mrs. Woolf has written a special introduction for this edition.

# Window Shopping in the Christmas Bookstore



**S**E V E R A L weeks before Christmas the wise bookseller should find himself standing in front of the town's finest department store wondering how many of the department store's sales

are due in any degree to the window displays, so often set forth to attract the buyer who isn't sure of himself, and who is willing to pay reasonable attention to *any* variety of merchandise so displayed that it can't escape his sight. The bookseller will probably decide rightly that a profitable percentage of the well-managed-store's customers are enticed and lured within by well done window displays that are at once stage settings, pictures, and active advertising aids. Thus one urges upon booksellers the necessity for planning bookstore window displays for Christmas.

The retail store which thinks seriously about Christmas planning realizes the value of floor space during the holiday season. There is usually a great shifting and shunting to obtain the most favorable and economical location for a great many articles. The problem of utilizing the space which always seems limited at Christmas is common to the small village merchant and the country's largest retailer alike. Along with the increased value of floor space during the most hectic shopping season of the year the few square feet in the bookseller's display windows also have a greatly increased value. In fact, an expansion of window display space during Christmas, if that were possible, would be almost as welcome to an active store as an expansion of a quarter page newspaper advertisement into full page.

Before Christmas, pick a few books (a crowded window does not necessarily mean the decorator spent a great deal of thought on his problem) and give them a showing.

Increase the spectators of the sidewalks by deliberately devising an attractive setting for the books. A book doesn't need to be surrounded with an atmosphere of luxury used to display the new fur coat in the window six doors down the street, but it needs some of the same thought that went into the decorating of that fur-coat window.

Window shopping is not considered a sport by those who participate in it, however desultory the average window shopper may seem to be. The glances of the window shopper are hasty and cursory, and the successful decorator overcomes this tendency by supplying a background that will arrest the casual eye, and then focus it on the merchandise which is displayed there.

In the pre-Christmas attempt to make more room for customers and more room for books also! the window display of the bookseller becomes very important, and should receive *extra* attention. In case it does not, while the books in the display may not collect enough dust to spoil them, neither will they collect enough customers to sell them. A window display neglected in the days filled with addressing circulars and catalogs and Christmas announcements may double cross you and fail in a pinch to lure the Christmas shopper away from that attractive hardware store next door, filled with next summer's lawn mowers tied up with sprigs of holly and fancy green and red papers!



# THE Publishers' Weekly

The American Book TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MEICHER

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December 1, 1928

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Book Week in Review

**I**N THE offices of the National Association of Book Publishers last week a desk was heaped high with clippings from newspapers. There were editorials and news stories with photographs, cartoons and advertisements—half and full-page advertisements—all about Children's Book Week. They were the most exciting lot of clippings that book week has yet produced. The stories were all alive and full of interest, and the advertisements were beautifully planned. Book pages were bright with reviews and reproductions of illustrations from books that would appeal to the children themselves. One paper, the Providence *Sunday Journal*, even printed a four-page tabloid supplement devoted to "Books for Children." It is all effective publicity and promotion material designed to develop the practice of buying and reading children's books. So much of the same kind of effort in the past has been spent on the theory. Furthermore the pile of clippings represents only one-third of the total amount the Association will have on file when all the states have been heard from.

The principal emphasis this year was on the progress that had been made in children's books in the last ten years. The first children's book week was held ten years ago, and the increasing importance of the

week has been responsible for the improvement. Further, parents are becoming more actively interested in education, they are planning more carefully for the children's development, and, therefore, the children themselves have standards for their reading matter.

That they read there can be no doubt. And there seems to be good evidence that the right send-off keeps them reading. Miss Ennis, of Lord and Taylor's Bookshop in New York, says that children who took part in the first observances of Book Week nine and ten years ago are now regular bookstore customers. Such a record for successive generations should evolve a thoroughly satisfactory book-buying public.

The increase in school libraries is apparent everywhere. Women's clubs and parent-teachers associations, as well as Boards of Education in many communities became interested in the provision of good libraries in the schools as a result of Book Week observances and the week has served as the occasion for collecting funds from many organizations for establishing and keeping up these school libraries. One publisher has reported that his school library business has grown very rapidly in the past few years and that last year it doubled.

Department stores came enthusiastically to the week this year in planning programs, using large advertising space and cooperating with the libraries. The libraries themselves put out exceptionally well-handled publicity. Numberless papers carried pictures of children in reading rooms or taking part in school programs and lists of books that the library prepared were widely distributed.

70,000 children throughout the country received the little note books, "My Book Record," for their own records of books read and "Books I Want to Own." These note books have been prepared by the National Association of Book Publishers and sold by the Association to bookstores, libraries, schools and clubs. The reports by librarians and booksellers have been most enthusiastic about the way in which the children have accepted the books and set about recording their preferences. The special pamphlets giving Book Week projects for teachers and clubs were also in great demand.

The tenth Book Week has been entirely

satisfactory. The Week is no longer an experiment. It has been so enthusiastically taken up that it is now almost a question of getting enough posters, cards and programs to supply the demand rather than of creating a demand. Certainly the activities this year have been the most effective, the most really exciting, of any Week so far.

### Mrs. Bonaparte Has Gone Borzoi

PICTURED testimonials, the most debated development in display advertising, have reached the field of book promotion and last Saturday's *New Yorker* and *Times Book Review* (and the *Publishers' Weekly*) showed in an advertisement of Alfred A. Knopf, a portrait study of Mrs. Jerome Napoleon Bonaparte "prominent in the society of New York, Newport and Palm Beach" as "an enthusiastic admirer of Borzoi Books," this portrait showing Mrs. Bonaparte with a copy of Francis Brett Young's, "My Brother Jonathan" in her hands.

Testimonials are one of the oldest forms of advertising, they have been the long established basis of book promotion, but testimonials by photographs coming from the realms of social prestige are a new and much discussed venture.

Lucky Strike advertising made them an issue in advertising circles. Their effect was to turn new millions of sales to that brand of cigarette. The dough-boy may have used Camels, but the elect of society, stage, screen, and athletic field were seen to be using "Luckies." Then we were provided with visual proof that Simmons beds were the beds of the mighty, that titled women relied on Pond's creams and Park Avenue escorts wore Ward shoes. And,—the ads have proved to have pull-

ing power in spite of the scoffers. The ways of interesting these celebrities in sitting for their portraits will remain the business asset of advertising offices until some popular magazine makes a news story of these campaigns, but we hasten to congratulate Mrs. Bonaparte, for she has chosen to sit posed with a distinguished novel in beautiful format, and we don't doubt for a minute that she does know a Borzoi book when she sees one, nor do we doubt that this advertising will lead many to buy and read the book.

### Price Maintenance

SURVEYING the situation as Congress is about to open, Senator Capper, in charge of the Fair Trade Bill in the Senate, writes to the American Fair Trade Association: "I believe support for this measure is stronger than ever and that we have a fair prospect of putting it thru the next session. I shall certainly do everything in my power so far as I am concerned to secure favorable action as quickly as possible."

It will be remembered that President-elect Hoover during his administration of the Department of Commerce constantly indicated the same comprehension of the economic evil of predatory price cutting and other questions underlying the demand for resale price legislation. He has repeatedly advocated rigid adherence to our governmental policy of individualism and urged the need of protection of the smaller business man from unfair commercial practices as a matter of social and vital public interest.

It is time now for all members of the booktrade to get in touch with their Congressmen and urge attention to this important measure.



*This band for books is being distributed by the National Association of Book Publishers. The lettering is in green and the background is red. The bands cost 50 c. a hundred*

# My Boy's Books and Mine

Kenneth Horan

*Literary Editor of the Chicago Journal of Commerce*

As the editor of a book page whose readers are actively interested in the business world, the question of what type of book engages the attention of the average man of affairs is of paramount importance to me. Again and again I hear the sad lament that time is the great common denominator that divides the course of a busy man's reading. So it becomes my problem to make up a book page which will keep a man-who-is-in-a-hurry well informed as to modern publications, I must show him the spirit of the day as reflected in books, and I must at the same time keep my book page interesting by reviewing the type of reading matter which he himself most enjoys. And the ramifications of this sort of page extend into what books he shall buy for his family, as regular reading material, and what he shall give his children to read, at those times when they ask him what he liked the best when he was a boy.

Fiction, unless it be of that striking quality exemplified by detective and adventure stories—books that are supposed to pass the slow hours of a long railway journey painlessly—become of lesser concern to me, altho under the heading "Important Books," I give three or four novels tabloid reviews each week. This is in the hope of guiding the purchaser of books for the female members of the family towards the safe shores of good and significant fiction, books that will keep them abreast of the times. But among my readers there is a constant demand for books which tell the story of past individual careers, or for books which reflect periods in history. Hence it is necessary to offer three or four reviews of current biography, or of books which mark the spirit of this or other years. In this category come, for example, Mark Sullivan's "Our Times," David Muzzey's "The American Adventure," Werner's "Tammany Hall," Parson's "The Stream of History," Struthers Burt's "The Other Side," Trotsky's "The Real

Situation in Russia," Frank Kent's "Political Behavior," Mertz's "The American Band Wagon," White's "Masks In a Pageant," Gilbert Seldes' "The Stammering Century" and so on. All biography comes under this series also, one group which is called "Biographies of Unusual Americans" having been particularly successful among collectors.

The caption of my paper is "All The News A Busy Man Has Time To Read," and on its staff there are but two women writers, Miss Cassidy of the dramatic page and myself of the book page. Miss Cassidy seems to know exactly what a busy man wants to see at the theater, and what he wants his children to see. But what books he wants to read with his children, what books he himself loved as a boy, is something that the book page has found some trouble in diagnosing. Times have changed, especially in the publishing business, and to the classics of our childhood have been added many beautiful and unusual stories that instruct as well as amuse, and of these he must, thru my page, be kept informed.

A general questionnaire of my readers on this subject seemed too enormous a task, so I evolved a scheme by which a summary might be made, and conclusions drawn as to their taste in books. I started a series of interviews with distinguished citizens of Chicago, asking them two questions—what books they enjoyed reading when they were youngsters, and what books they would like to re-read with their sons. My first interview was with Mr. Eugene Stevens, president of the Continental Illinois Bank and Trust Company, a man widely read who has shown a discriminating taste in the selection of his library. I introduced the series of interviews with an article on "The Boy and His Book," which summarized my own convictions—maybe more drastic than most—on what the younger generation should read. I quote it in part.

"Nothing so powerfully affects a boy as an act of his imagination and only in awakening a boy's imagination thru his reading can his mind be furrowed into those grooves which definitely affect character. Sometimes it seems that the chief factors of success are those stimuli to the imagination which in boys as in adults arise mysteriously out of the world of the spirit.

"It is a troublesome and a perplexing problem—books for boys—but it is a fascinating one, for it opens up possibilities for development that belong to no other medium. The truth is that every separate boy is a separate problem for he doesn't know what he wants any more than you do until his taste is formed. That, of course, is the crux of the matter—whose job is it to form a boy's taste?

"Having questioned a number of men who have become known not only for their business success, but for that accompaniment of culture and of knowledge which makes them distinguished citizens of this city, I believe that various tastes which have influenced their later lives can be definitely traced to chance delvings into some book which has lured them on to more direct acquaintance with its subject. Amazingly fine depths of character have thus been uncovered, such as loyalty to a country, love of atmosphere, of quality, of accomplishment, the lure of high mountains, of the sea, of forests.

"But you want your boy to master facts, so his reading should not only stimulate his imagination, but train his mind. The stories of adventure that he reads, for instance, must not only have an artistic background, but must be founded on logic. There have been literally hundreds of books of travel and exploration lately that fill that need.

"But above and beyond these books are the classics which once met will never be lost and which will, in the years to come make a lasting impression on his mind and heart. And once his taste is formed in

these things, many others follow in a fine sequence. Chesterton has said that a boy under four only needs to read 'A Door Opened' to acquire a thrill; after four 'A Door Opened and A Bear Walked In'; and after that it has to be 'A Door Opened and a Great Big Horrible Bear with Bloody Jaws Walked In.' In this matter there is one safe rule to follow and that is—it is better for a boy to read books above his capacity than under it, books by good authors which follow the laws of probability and are honest in their treatment of fact, and are colored by the fine writing and the rich imagination of an artist.

"There have been compiled libraries of the classics especially with this purpose of making a short cut and a profitable one. The books so chosen stand out like great trees in the forest of reading that surrounds the days of a boy in school, books that are fine and stirring and maybe a little beyond him, but which exemplify courage and bravery, daring, adventure, chivalry and which, coming as they do from different lands, give him a knowledge of other people.

"Personally it was the shelves full of 'sets' which intrigued my youth, but times have changed. In those days to start at one end of an olive green set of Dickens and travel thru the laughs and tears of Paul Dombey or David Copperfield was to enter the magic kingdom of the city of London. The same of Scott, in shiny chocolate leather, where England in all the glory of romance and adventure was mine. Prescott in twelve bright green volumes brought me the Aztecs and Mexico, and so on thru dozens of shelves.

"However, the time for reading is shorter than it once was—schools apparently are better, and so are sports, and there are the movies in all their pictorial fascination to fill a Friday evening. This has its sadder side, for the real glory of reading is not that it creates a new world

for the reader, but that it enables him to create one for himself. It literally frees the imagination.

"So it is unwise to dictate what he shall read, to put 'Verboten' signs in his path to the library. Edmund Gosse has said something about his father's having so supervised his reading that it was like putting a bushel basket over his mind, and thru its cracks crept the tendrils of his lively curiosity about life. If you put the best things at hand he will inevitably form a taste which will become part of his very life, will give it the color and depth and richness which we mean by culture. The images, the remembered moods, the emotions, the inspiration that are acquired from an intimate knowledge of Balzac, Victor Hugo, Dickens, George Eliot, Hawthorne, Goethe, Ruskin, Shakespeare, Tennyson, Stevenson, Thoreau, Thackeray, Scott, Dumas, Dante, Cervantes—to mention a few—these last as long as life lasts.

"What we are going to become is largely determined, so the psychologists say, before we are ten. Put plenty of the right kind of books at our boy's command and you give him a priceless heritage. And what is more you will engrain in his heart a deep love of the printed page, that quality that makes the difference between the commonplace man and the man of culture and creative distinction."

My second interview was with Mr. James Simpson, the president of Marshall Field and Company. This is it:

James Simpson, the president of Marshall Field and Company, has a distinct preference in his reading. It is for history. In consequence, he is exceedingly well informed as to present and past conditions and events. He remembers dates and de-

tails so well that the books he has read remain fresh in his mind. Biography, as it forms a connection with history, makes up a good share of his library.

There are ten books which, off-hand, Mr. Simpson says he would like to re-read with his boys. They are "Ivanhoe," "The Three Musketeers," "Huckleberry Finn," "Tom Sawyer," "Scottish Chiefs," "Kim," "Life of Alexander Hamilton," "Tale of Two Cities," "Last of the Mohicans," and "The Life of Nelson."

My third interview was with Rufus Dawes, the president of the Chicago World's Fair Centennial Celebration, my fourth with Dr. George Craig Stewart, a prominent Episcopal clergyman, my fifth, with David Crawford, president of the Pullman Company, and so on. These interviews will continue once a week until Christmas, and are arousing considerable attention and discussion. At the end of them I shall make a summary of what a man nowadays selects for his boy's reading, the type of books, and where they may be secured. Brentano's, Marshall Field and Company, and Carson Pirie Scott and Company are my regular advertisers, suiting their advertisements to the quality or rather the subject matter of the book page every week. And inquiries, which are numerous, concerning the books discussed, are referred to these three bookstores. I have been surprised at the number of letters and of telephone calls which have followed the publication of these personal interviews, and at the amount of discussion which they have started. It goes to prove, as a matter of fact, that people love to know what other people are reading and thinking, and are bound to mould their choice of books accordingly.



# Books in Soviet Russia

*Literary Treasures Being Conserved Carefully*

George H. Sargent

LATHROP C. HARPER, the New York book dealer, who with Mrs. Harper spent last summer abroad, has returned with an interesting account of bookselling conditions in Soviet Russia, where he spent some time in the libraries and bookstores. Mr. Harper has the distinction of being the first American bookseller to have visited Soviet Russia, and, as he is a keen observer, his impressions are of value. At every institution he visited he was shown the greatest courtesy and attention, and found librarians eager to have Americans know of the excellent work they are doing to conserve the great literary treasures of Russia.

Mr. Harper is able to resolve doubts which have existed as to the fate of the precious manuscripts in the former Royal Library (Imperatorskaja Publichnaja Biblioteka), many having feared that some of these might have perished in the whirlwind of the Revolution. Few libraries in the world have books with a more romantic history or of greater value. This Imperial Library of St. Petersburg is now the Public Library of Leningrad, and the old maxim of "Last thief the best owner" seems to attach to it. The library of Count Zaluski, a wealthy Pole, which in 1747 was established as a public library at Warsaw with its 300,000 volumes came under government control with the suppression of the Jesuits in 1773, and in 1794 was carried off to St. Petersburg as spoils of war, by the mighty Suvoroff. Here it was united with another library which had been stolen by the Czar Peter during his invasion of Courland in 1714, and a building was erected to house the two, forming the Imperial Library. As long ago as 1810 a copy-tax, requiring the deposit of two copies of every work published in Russia was imposed, and the library, before the Revolution, contained some 1,600,000 books and 34,000 manuscripts, with collec-

tions of maps, prints and autographs. Its Slavonic collection, its Hebrew and Karaite parchments and its Greek manuscripts from Byzantium and Mount Athos are unsurpassed anywhere in the world. The Codex Sinaiticus of the Greek Bible, found by Tischendorf in 1859 dating from not later than A. D. 400, is one of the world's greatest literary treasures. Curiously enough, this library has a valuable series of French State Papers which the infuriated mob looted from the Paris archives in the French Revolution and sold at auction to Duborowski, a Pole.

At Leningrad Mr. Harper found that these treasures are being conserved with the greatest care. The libraries and museums are admirably administered. The more precious manuscripts are not only kept under glass, but each case is covered with green baize so that the light will not fade or dull the illuminations. The Hermitage at Leningrad has annexed a large part of the former Winter Palace, where several hundred new rooms have been opened for recent "nationalized" additions, these being presumably private libraries confiscated from the former nobility.

The Lenin National Library at Moscow is of a later date than the Leningrad institution, but in time it bids fair to exceed the Leningrad Public Library in size. Plans are being drawn for a new building on a magnificent scale, with shelf room for six million volumes. The building is to be in the most modernistic style of architecture, and the plans were shown and explained in detail to Mr. Harper. Thruout Russia new libraries are everywhere being established to hold the many treasures seized during the Revolution. Nearly five hundred new libraries and museums will exhibit these works of literature and art.

"Russia," said Mr. Harper, "is holding

on to her works of art, manuscripts and books. Their export is prohibited. Russia today seems to be a reading nation. There is an amazing number of bookstores in both Leningrad and Moscow, nearly all of which are state-owned. They appeared to be crowded and doing a rushing business at all times. The new books are all paper bound and mostly of a serious character—economics is a favorite subject—altho I did see a new edition of some of Mark Twain's works in Russian. An interesting feature is the many out-of-doors book stands along the Prospect Volodarskovo in Leningrad and in the neighborhood of the University of Moscow. These

have large stocks of miscellaneous books and magazines, much like the Quais in Paris, and all have plenty of customers.

"Many of the bookshops have a department of books in languages other than Russian. But I found no rarities among them, and I gained the impression that all had been carefully sifted. I was told that occasionally there was something of value, but to send it out of the country an export permit would be necessary, and in the case of a rare item this would be refused. Russia certainly has shown a disposition to conserve its literary wealth, and its librarians and curators know their collections and specialties thoroly."

## Books in News- paper Windows



THE big city newspapers usually have frontage on a busy street either for their main office or for their office for gathering advertisements. Sometimes producers of merchandise look enviously on this important frontage. It is interesting to find that at least three New York papers the *World*, *Herald Tribune*, and the *Times*, have displayed books in their prominent windows. All these papers have active book pages. The windows

could not be used for many kinds of merchandise. The most obviously appropriate things to use are either the originals of the photographs used in the paper's news stories or books which have been reviewed or whose contents connect with the general public interest of the day. These papers change their book exhibits frequently, usually selecting an assortment of books connected with the daily news, as well as illustrations from books reviewed.

# The Survey of Bookshops

Directory Shows 6,000 Shops in 1,770 Cities and Towns

THE survey of American bookshops, which has been going on in the *Publishers' Weekly* office for the last nine months for the 1928 "American Booktrade Directory" has brought together the addresses of nearly 6,000 bookshops listed by state, city and town. Each shop is described as accurately as possible, first under its general characteristics, that is, whether it be a general bookstore, department store, gift shop, second-hand bookstore, old and rare bookstore, educational bookstore, drug store, etc., and there is also provided a key to the store's specialties, whether they be religious, juvenile, law, medical, textbooks, modern firsts or fine editions. The survey has been made with as much care as possible and with the help of many in the publishing and retail field.

From such a survey a great many interesting analyses can be made of the active book outlets of the United States. From several cities there have been inquiries as to how many bookstores there were in that city, and how many were found in other cities of similar size. To answer this question and as interesting booktrade information, the *Publishers' Weekly* is printing a summary under states, of the number of bookstores of various kinds which have been found in this survey; second, the number of cities and towns in which these stores are located; still further, the number of bookstores found in cities of the larger size.

In reading these statistics, it should be remembered that the survey includes all different types of bookstores, second-hand or subscription stores, as well as the general bookstores and the department stores. It will also be realized that, in spite of the care in the survey, there may be omissions because of insufficient data received and that some cities may be credited with too few outlets. In general, however, the statistics are on a comparable basis and will be found interesting to all of those who study booktrade matters.

	Book-stores	Cities and Towns
Alabama . . . . .	34	17
Birmingham . . . . .	9	
Arkansas . . . . .	44	27
Little Rock . . . . .	8	
Arizona . . . . .	27	8
Phoenix . . . . .	6	
Tucson . . . . .	7	
California . . . . .	349	90
Los Angeles . . . . .	68	
San Francisco . . . . .	60	
Hollywood . . . . .	19	
Oakland . . . . .	14	
Berkeley . . . . .	13	
San Diego . . . . .	13	
Colorado . . . . .	67	21
Denver . . . . .	29	
Colo. Springs . . . . .	9	
Connecticut . . . . .	118	39
New Haven . . . . .	15	
Hartford . . . . .	14	
Waterbury . . . . .	9	
Bridgeport . . . . .	7	
Delaware . . . . .	6	2
Wilmington . . . . .	5	
District of Columbia . . .	45	1
Washington . . . . .	45	
Florida . . . . .	60	29
Jacksonville . . . . .	8	
St. Petersburg . . . . .	8	
Miami . . . . .	4	
Georgia . . . . .	63	24
Atlanta . . . . .	21	
Macon . . . . .	4	
Savannah . . . . .	4	
Idaho . . . . .	19	10
Boise . . . . .	5	
Illinois . . . . .	335	79
Chicago . . . . .	165	
Rockford . . . . .	8	
Peoria . . . . .	7	
Indiana . . . . .	150	58
Indianapolis . . . . .	26	
South Bend . . . . .	9	
Fort Wayne . . . . .	8	
Muncie . . . . .	7	

	<i>Book-stores</i>	<i>Cities and Towns</i>		<i>Book-stores</i>	<i>Cities and Towns</i>
Iowa . . . . .	121	56		Jersey City . . . . .	9
Des Moines . . . . .	10			Paterson . . . . .	9
Sioux City . . . . .	7			Elizabeth . . . . .	5
Davenport . . . . .	5			New Mexico . . . . .	13
Dubuque . . . . .	5			Albuquerque . . . . .	5
Kansas . . . . .	88	46		New York . . . . .	1056
Topeka . . . . .	10			New York City . . . . .	584
Wichita . . . . .	8			Utica . . . . .	9
Kentucky . . . . .	48	25		Buffalo . . . . .	32
Louisville . . . . .	14			Albany . . . . .	18
Lexington . . . . .	8			Syracuse . . . . .	18
Louisiana . . . . .	33	8		Rochester . . . . .	16
New Orleans . . . . .	18			Schenectady . . . . .	10
Maine . . . . .	62	32		North Carolina . . . . .	64
Portland . . . . .	13			Raleigh . . . . .	6
Maryland . . . . .	61	12		Greensboro . . . . .	4
Baltimore . . . . .	43			North Dakota . . . . .	14
Massachusetts . . . . .	324	83		Fargo . . . . .	5
Boston . . . . .	109			Ohio . . . . .	301
Worcester . . . . .	21			Cleveland . . . . .	41
Cambridge . . . . .	11			Cincinnati . . . . .	26
Lynn . . . . .	9			Columbus . . . . .	22
New Bedford . . . . .	8			Dayton . . . . .	13
Springfield . . . . .	8			Toledo . . . . .	8
Lawrence . . . . .	8			Canton . . . . .	7
Fall River . . . . .	7			Oklahoma . . . . .	66
Lowell . . . . .	7			Okla. City . . . . .	10
Michigan . . . . .	165	61		Tulsa . . . . .	10
Detroit . . . . .	46			Oregon . . . . .	78
Grand Rapids . . . . .	15			Portland . . . . .	20
Lansing . . . . .	6			Pennsylvania . . . . .	401
Minnesota . . . . .	96	35		Philadelphia . . . . .	105
Minneapolis . . . . .	25			Pittsburgh . . . . .	29
St. Paul . . . . .	18			Scranton . . . . .	8
Duluth . . . . .	6			Rhode Island . . . . .	44
Mississippi . . . . .	23	19		Providence . . . . .	17
Jackson . . . . .	2			Woonsocket . . . . .	9
Missouri . . . . .	138	41		South Carolina . . . . .	32
St. Louis . . . . .	36			Columbia . . . . .	8
Kansas City . . . . .	35			Charleston . . . . .	6
Montana . . . . .	26	12		South Dakota . . . . .	21
Great Falls . . . . .	6			Sioux Falls . . . . .	4
Butte . . . . .	2			Tennessee . . . . .	57
Nebraska . . . . .	61	29		Nashville . . . . .	18
Omaha . . . . .	19			Memphis . . . . .	12
Lincoln . . . . .	10			Knoxville . . . . .	7
Nevada . . . . .	5	2		Texas . . . . .	142
Reno . . . . .	4			Dallas . . . . .	22
New Hampshire . . . . .	37	19		San Antonio . . . . .	12
Manchester . . . . .	3			Houston . . . . .	10
New Jersey . . . . .	218	97		Fort Worth . . . . .	10
Newark . . . . .	22			Austin . . . . .	9
Atlantic City . . . . .	14				

	<i>Book-stores</i>	<i>Cities and Towns</i>
Utah . . . . .	22	5
Salt Lake City . . . . .	11	
Ogden . . . . .	5	
Vermont . . . . .	44	22
Burlington . . . . .	7	
Virginia . . . . .	81	31
Richmond . . . . .	21	
Norfolk . . . . .	8	
Washington . . . . .	114	35
Seattle . . . . .	43	
Spokane . . . . .	12	
Tacoma . . . . .	6	
West Virginia . . . . .	43	21
Wheeling . . . . .	6	
Charleston . . . . .	4	
Wyoming . . . . .	14	6
Cheyenne . . . . .	4	
Wisconsin . . . . .	122	54
Milwaukee . . . . .	24	
Madison . . . . .	8	

### Extending the Interest in Book Collecting

THE Hampshire Bookshop in Northampton, which has made so many interesting experiments from time to time in extending its contacts with its community, has now announced the new plan of having Dr. George Parker Winship of Harvard, the distinguished bibliographer whose lectures at his own university have built up so much interest in book collecting, come to Northampton under the bookshop's auspices for a series of five lectures on "The Serious Side of Book Collecting." This course will be available to a limited number of Smith College Students at \$10. The subjects are, first, "Contemporary Poets and Novelists"; second, "The Victorians"; third, "The Georgians"; fourth, "The Elizabethans"; fifth, "The Incunabulists."

The bookshop at the same time is keeping up its plan of bringing lecturers to the college, including Count Luckner, who came in October, Alice Foote MacDougall who comes in November, Christopher Morley who has since the opening of the shop been the special guest of the annual Christmas tree, and Thornton Wilder who is coming in the spring.

The bookshop has also done an interesting thing in publishing thru an arrange-

ment with Macmillan a large paper signed edition of "The Land of Dreams" by William Blake illustrated by Pamela Bianco. Miss Bianco has signed 350 numbered copies. The shop has also issued a revised edition of Grace Hazard Conkling's "Imagination and Children's Reading" with book lists. Mrs. Conkling is Associate Professor of English at Smith College.

### Alice on Exhibit

THAT the discussion about "Alice in Wonderland" caught the attention of a large group of people is pretty clearly indicated by the crowds that are going in and out of the main Fifth Avenue foyer of the New York Public Library, looking at the precious volume, the original letters to Mrs. Hargreaves and the rare first printings of the book which came from the same source. These are being shown thru the courtesy of Elbridge R. Johnson, who purchased them from Dr. Rosenbach after they had been brought to this country. The famous manuscript is quite different from one's usual idea of a manuscript, as it is compactly lettered on paper the size of an ordinary book and has a cloth binding. On the binding is lettered in gold "Alice's Adventures Under Ground," the first title.

### Books on Exploration

THE *Explorers' Journal*, organ of The Explorers' Club, is developing a new department devoted to reviews of current publications on exploration and allied topics, such as ethnology, folklore, natural and applied sciences as they relate to the work of the explorer, whaling, mountain climbing, early voyages of discovery.

The department is to be under the direction of Dr. Frederick A. Blossom, librarian in charge of the club's valuable collection of books, maps and photographs. The reviewing will be done by members of the club, who comprise most of the well known explorers.

Publishers of books of interest to explorers are invited to submit copies for review. The club is at present located at 47 West 76th Street, New York, but will move at the end of the year to a handsome eight-story clubhouse which it has erected at 544 Cathedral Parkway.

# Chicago Book News

Milton Fairman

of the *Chicago Evening Post*

**I**N its current issue, *Poetry* announces its annual awards for poems published in it during the last twelve months. Vachel Lindsay, formerly of Springfield, Ill., but now a resident of Spokane, is the recipient of the award of honor of \$500. Two Chicago winners are Mrs. James Herbert Mitchell (Marion Strobel) and Sterling North, an undergraduate student at the University of Chicago. Mr. North's award was the \$100 prize given by the Friends of American Writers for work by a young author who has yet to publish his first book.

\* \* \*

**D**ALE WARREN of Houghton Mifflin company writes to say that the same Marion Strobel has a new book "The Lost City" which the Boston house will publish soon. Also, Margaret Ayer Barnes, a sister of Mrs. Janet Fairbank, and well known in her native city, is represented on the Houghton Mifflin list with a volume of short stories, "Prevailing Winds." And a third Chicagoan on the list is Clara E. Laughlin, author of the "So You're Going to—" series and a lecturer well known in Marshall Field's book rooms, who has just written a juvenile travel book, "Where It All Comes True."

\* \* \*

**K**ROCH'S at 206 North Michigan avenue has a large display of Llewellyn Jones' new book, "How to Criticize Books," from the fall list of W. W. Norton. Mr. Jones, it will be remembered, is the editor of the *Chicago Evening Post's* literary supplement and the author of "First Impressions." His latest book is enjoying a large and steady sale about town and many dealers have been obliged to restock several times.

\* \* \*

**S**EVERAL new catalogs are in this week's mail. Wright Howes from his store at 1144 South Michigan Avenue sends his "list 16" with a large and varied num-

ber of Americana items. And from Walter M. Hill, 25 East Washington Street, comes a handsome "Check-List Catalogue of First Editions of English Authors, Bibliophile Society, Grolier Club, and Numerous Private Presses."

\* \* \*

**L**ITERARY visitors in Chicago are many these days. There's Ernest Hemingway, whose home town is Oak Park, a smug little suburb of the city, who spent an afternoon sipping tea in the Washington Book Company's store at 1012 Rush street. And there's MacKinlay Kantor who was a caller at the Book Cellar at 520 Surf street. Then Mrs. John Borden, society woman and explorer, left the Gold Coast for a morning to lecture in Marshall Field's book rooms where Miss Laughlin was also a visitor.

\* \* \*

**T**HAT artistic merit has a monetary value was decided the other day by a jury in Municipal Judge Curran's court when it awarded \$475 to Tennessee Mitchell Anderson, the Chicago sculptress. Mrs. Anderson had brought suit against the Playhouse theater for the value of two pieces of sculpture lost while on exhibit at the theater. Frederic Mindlin, manager of the Playhouse, contended that the court should fix the value on the basis of cost of the material plus a reasonable compensation for the time expended by the artist. His value of the works was fifty cents.

Testifying for Mrs. Anderson was C. J. Bulliet, author of "Apples and Madonnas" and a well known critic. "The value of a work of art rests in the artistic merit of the finished work," he told the judge. "Effort expended and cost of material are of minor consequence. Conception and execution are the qualities that count."

\* \* \*

**W**ITH the dedication of the new chapel at the University of Chicago comes a new book describing the building. Dr.

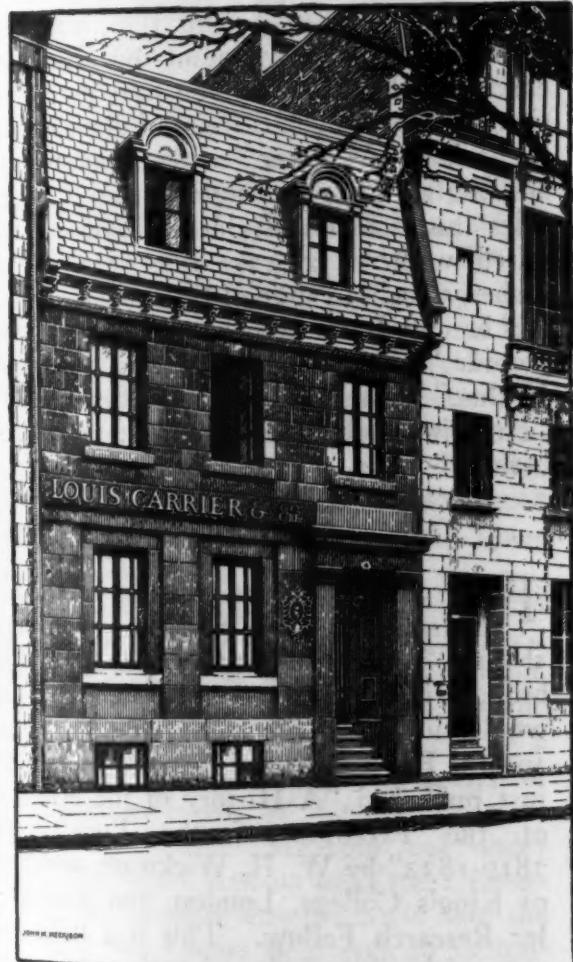
Edgar A. Goodspeed is the author of it, the university press publishes it, and it is called "A Guide to the University of Chicago Chapel."

Shirley Jackson Case has published a new book, "The Historicity of Jesus,"

and for those interested in money and its uses is "Foreign Investments—The Harris Lectures, 1928." The university press also has another of its excellent series of symposiums, "Recent Social Changes," edited by W. F. Ogburn.

## Louis Carrier Established in New Quarters

MONTREAL'S young publishing house, whose books bear the background and flavor of French Canada but are issued with the double imprint of Montreal and New York has, after a



Louis Carrier's new quarters at Beaver Hall Square in Montreal

few month's stay on University St., acquired quarters that supply an ideal background for book publishing. On Oc-

tober 31st, accompanied by suitable ceremonies, this new firm moved into a dignified old stone dwelling on one of the city's famous thoroughfares, 1154 Beaver Hall Square. The three story building has been remodelled with display room and library on the first floor, the offices of the partners, Carrier, Gouin and Isles on the second floor and the business offices of the firm on the third.

The event was celebrated by a luncheon at the Ritz-Carlton where a score of the literary people of the Province extended their good wishes to this enterprise which will bring a Montreal imprint into international book markets.

In the evening the local booktrade was invited to the new establishment at Beaver Hall Square fresh from the hands of the decorators, and it was dedicated to publishing purposes with an address by Frederic Melcher, editor of *Publishers' Weekly*.

The firm's first book last spring was a collection of Canadian folk stories "Other Days and Other Ways" by Edwin H. Holgate, this was followed in May by "Father India." Their fall list has included "James Wolfe, Man and Soldier" by Professor Waugh of McGill University, "The Private Life of Catherine the Great" by Princess Lucien Murat which begins a series of European memoirs that will run to a score of volumes. Beginning a new Art series is a volume on "Horatio Walker" now ready. For their publications in French the firm is adopting a paper over board binding, a compromise between the book habits of France and England. Mr. Carrier has a great interest in book making, and his productions show unusual taste.

## Atlantic Monthly—Boston Post Suit Settled

THE suit of the *Atlantic Monthly* against the Boston Post for obtaining thru dishonest means and reprinting the advance text of Governor Smith's article on "Catholic and Patriot" last spring has been settled out of court. The first suit was brought in a court of equity and was dismissed on technical grounds, but the judge who heard the case said in his findings that the *Atlantic Monthly* was entitled to a verdict of \$23,500 and that the verdict might be returned if the action was renewed in law rather than equity. Since that time, still further evidence has appeared directly connecting one of the editors of the *Post* with the plan for obtaining the galley proofs from the Rumford Press in Concord, and this may well have led to their decision to settle it without further trial.

### Talks on the Book Business

WHEN the *Woman's Home Companion* started its series of "Twelve-to-Twenty Talks" by Hazel Rawson Cades, it was natural to expect that she would sooner or later get around to discussing the book business as an opportunity for young women. It was, perhaps, especially appropriate that this was actually done in the December number, as books and Christmas go so happily together. In outlining the possibilities of the book business for women, she mentions some who have risen in the field thru secretarial work such as Emily Street and Ellen Harcourt, Elizabeth Bevier, who came into the field from a school library position, Louise Seaman, who had been a teacher and settlement worker, and Carol Fleming and Harriet Anderson, whose Channel Bookshop on Park Avenue is selected as typical of the personal type of bookstore selling. Besides this, there is the rental library as typified in Henriette Walter's Post Office Book Service, and the book caravans which have been developed under various auspices. It is also interesting to find in the same number of the *Woman's Home Companion* a full page of pictures of the Studio Book Room and a little article on how this shop was developed on a profitable business basis.

### The Tiny Book

THE fascination of the tiny book is hard to describe, and yet it is a fascination that has occupied the interest of many collectors. Some publishers who have tested this market, notably the Bible publishers, have found large sales. So alluring is the field that the collectors have their own organization, and many public libraries have accumulations of these books which they display in their cases from time to time.

Recently the field has had new stimulus in the organization of the Miniature Dictionary Publishers, Inc., 7 West 42nd Street, New York, where Mr. Minkus, once a collector of miniature books, has now become an agent for their distribution. After doing this in an informal way, he has organized a business office and is offering half a dozen different books. These include a Bible in 3-point type, which is accompanied with a magnifying glass, but can be read without if you have good eyesight. There is also a series of dictionaries: "The Little Webster," with 18,000 words, an English-French, English-Spanish. Besides this, a series of classics has been prepared with an average size of  $1\frac{1}{2}$  x 2 inches, which, in spite of the small size type, can be clearly read without a glass. These include "The Golden Treasury," "Arabian Nights," "Stories of De Maupassant," "Paradise Lost," "Hamlet" and "Macbeth."

### War on Censorship

THE coming of the strictest censorship in Ireland as the result of discussion about "The Well of Loneliness" has brought increased interest in England in the whole subject of the freedom of the press, and the English firm of Allen & Unwin has just published "A History of the Struggle of the Freedom of the Press from 1819-1832" by W. H. Wickware, associate of King's College, London, and Rockefeller Research Fellow. This is a fully annotated history of the triumph of the press over the efforts made by the government to suppress free criticism of Parliament, religion or morality, and the printing of same. The struggle for the freedom of the press in India and the United States is also dealt with.

# In and Out of the Corner Office

THE chronicle of Harvard's football games was very easy reading for the booktrade. To be sure, *Guarnaccia* was difficult to spell and pronounce, tho thrilling to follow, but names like Ticknor, Harper, Putnam and French read like familiar title-pages. Whenever W. Ticknor (R. G.) made a great tackle or B. Ticknor (C.) kicked off to the 10 yard line or sifted thru and threw the opponent for a loss we sent up a little special booktrade cheer, for these New Yorkers are great-grandsons of Wm. D. Ticknor of Ticknor & Fields, of Old Corner Bookstore fame and, moreover, nephews of Benjamin Ticknor, sales manager and director of Houghton Mifflin & Co. \*

Some day before newsprint quite disintegrates we shall please ourselves by reprinting a cartoon from the New York *World* of May 14, 1911 which gave great delight to those who had been present at the annual A. B. A., banquet the night before at the Astor. The cartoon pictures F. W. Taylor delivering his address on "Systematizing Business" while at his right or left yawn or sleep F. N. Doubleday, Frederick Duneka, Rabbi Wise, Daniel Frohman, E. Phillips Oppenheim and Walter Butler, president of the A. B. A. Those who were present well remember that famous speech and the cartoonist labels it: "Ah! These Merry Booksellers." \*

Mary McLucas has now joined the staff of Everett Currier to develop the book designing department of that organization. Miss McLucas is a Southern girl who turned her attention after college to a career as typographer and found the best of training under Henry W. Kent at the press of the Metropolitan Museum and under Carl Purington Rollins of Yale University Press. Coming into the trade field she has spent three years in charge of designing and production for John Day Co. Elected to membership in the American Institute of Graphic Arts, she was assigned to the responsibility of chairman of *The Bulletin* pages. In January next she is putting on for the Institute an exhibit of modern Dutch printing to follow the pres-

ent showing of Scandinavian printing and illustrated books at the Institute exhibit room. \*

Frank Rosengren, proprietor of the bookshop at 609 North State Street, Chicago, was mentioned in the *Publishers' Weekly* of November 17th as about to start a book caravan with second-hand books, but this trip is not to become part of his program until spring, when he and Mrs. Rosengren and their son plan to start on the high adventure of bringing old and rare books to his customers thruout the country. The caravan will carry full camping equipment and be fitted safely to carry and protect a fine stock.

"My object," said Mr. Rosengren, "is not primarily a financial one, but I want to see the country, and we want to live in the open, and this is an adventure we have dreamed of. I have good clients in practically every large city in the country who want rare books. Some want volumes on which I have their standing orders, and I will call on these people as I go along. The trip is not to be a hurried one. It may take a year for us to get to the Coast and back." \*

Ernest Dawson, the Los Angeles bookseller, has been elected president of the Book Plate Association International which was started by Mrs. Helen Wheeler Bassett four years ago. Mr. Dawson is well known to collectors for his private enthusiasm for mountain climbing, and his own bookplate gives evidence of that enthusiasm. He is probably the only bookseller who has a high mountain peak named after him, an honor that came thru his being long time secretary of the Sierra Club. \*

Jonathan Cape, the London publisher, whose imprint has in a single decade developed such an international reputation, is in New York on an annual visit. \*

Maxwell Aley, of Bobbs-Merrill, long time friend of Julia Peterkin whose succeeding books are steadily adding to her reputation, gave a lunch for her at the Town Hall Club on the 28th just before her return to South Carolina.

## Census of Music Printing and Plate Printing

WHILE the census of the production of the year, 1927, in the book publishing world is still delayed, owing to the tardiness of the receipt of replies, the Department of Commerce releases the statistics about music printing and publishing, a total business of \$14,000,000 and an increase of 7.3% over the previous year. There were 119 establishments reported, of which 53 were in New York, 22 in Illinois, 9 in Massachusetts, 8 in Pennsylvania, 6 each in Missouri and Ohio, 5 in California, and the others scattered.

	1925	1927	% of increase or decrease (-)
Number of establishments .....	109	119	9.2
Wage earners (average number) <sup>1</sup> .....	955	987	3.4
Wages <sup>2</sup> .....	\$1,461,661	\$1,677,680	14.8
Paid for contract work (job printing) <sup>3</sup> .....	\$2,763,429	\$2,819,352	2.0
Cost of materials, shop supplies, fuel, and purchased power, total <sup>4</sup> .....	\$1,828,230	\$1,658,367	-9.3
Materials and supplies .....	( <sup>3</sup> )	\$1,617,384	...
Fuel and power .....	( <sup>3</sup> )	40,983	...
Products, total value <sup>3</sup> .....	\$15,089,636	\$15,881,633	5.2
Sheet music and books of music .....	\$13,835,375	\$15,217,839	10.0
Other products .....	1,254,261	663,794	-47.1
Value added by manufacture <sup>4</sup> .....	\$13,261,406	\$14,223,266	7.3

<sup>1</sup> Not including salaried employees.

<sup>2</sup> The amount of manufacturers' profits cannot be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

<sup>3</sup> Not reported separately.

<sup>4</sup> Value of products less cost of materials, shop supplies, fuel, and purchased power.

The Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the establishments engaged primarily in steel and copperplate engraving, and plate printing in 1927 reported products valued at \$38,657,854, an increase of 20.4 per cent as compared with \$32,106,150 for 1925, the last preceding census year. In addition, steel and copperplate engraving and plate printing are done to some extent by establishments classified in other industries. The value of the engrav-

ing and plate printing thus done outside the industry in 1925 amounted to \$1,154,445, or 3.6 per cent of the total value of products reported for the industry proper. The corresponding amount for 1927 has not yet been ascertained, but will be shown in the final report of the present census.

The statistics for 1927 and 1925 are summarized in the following table. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns.

	1925	1927	Per Cent of increase
Number of establishments .....	368	389	5.7
Wage earners (average number) <sup>1</sup> .....	7,259	8,427	16.1
Wages <sup>2</sup> .....	\$10,168,600	\$11,763,149	15.7
Value of products <sup>3</sup> .....	\$32,106,150	\$38,657,854	20.4

<sup>1</sup> Not including salaried employees.

<sup>2</sup> The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

## Retail Trade Increase

ACCORDING to the Federal Reserve Board, the sales of 503 reporting retail stores in September were 6 per cent larger than in the same month of last year according to preliminary figures received by the Federal reserve system. Increases from last year were shown by 314 firms and decreases by 189 firms. It should be noted that September of this year contained one less business day and one more Saturday than September, 1927.

All of the Federal reserve districts reported larger department store sales than last year, except the Boston, Atlanta, and San Francisco districts, where the volume did not change, and the Minneapolis district where sales decreased by 3 per cent.

## Department Store Sales Increase in October

SALES of department stores showed an increase of 3 per cent in October, 1928, as compared with the corresponding month last year, according to reports made to the Federal reserve system by 496 stores. When allowance is made for the fact that October contained one more business day

this year than in 1927, however, average daily sales were in about the same volume this October as a year ago.

Slightly more than half of the reporting department stores showed increases in total sales in October compared with a year ago. The largest increases were shown in the Chicago, New York, and San Francisco Federal reserve districts, while substantial decreases were reported for the Minneapolis, St. Louis, and Atlanta districts.

### A Literary Review

*Written and Edited by Children*

ONE of the novel features of the new juvenile book promotion campaign launched by The Century Co. this fall is *The St. Nicholas Junior Book Review*, an eight page illustrated literary newspaper written and edited by the boys and girls of the St. Nicholas League of *St. Nicholas Magazine*. It was widely distributed during Children's Book Week.

"These books are passed in review by the boys and girls for whom they were written," says a front page editorial. "Their opinions—so delightfully and refreshingly expressed—should serve as a guide to everyone who is seeking the best of the new books for boys and girls."

Century is supplying dealers with additional copies of the *Junior Book Review* for distribution among their customers.

### Arkansas Bans Evolution

AT the recent state election Arkansas passed its anti-evolution statute which prohibits in the state schools statements with regard to the Darwinian theory of evolution. The first book that has been banned since the statute was passed is the widely used reference book published by Quarrie & Company of Chicago, "The World Book," a reference set which was designed for public school use and has a national distribution. The State Superintendent of Instruction has suggested that the courts might have to decide whether the statement of a theory that "man ascended or descended from a lower order of animals" was the same as the *teaching* of that theory, which is what has been prohibited. If the theory of evolution cannot be even stated in reference books, it will deprive the state supported schools of Arkansas of almost

every extended reference book now or ever to come. It is conceivable that a textbook should not be used in teaching such a theory, but it is hardly conceivable that a reference set should not have an account of it in some of its articles.

### "The Well of Loneliness" to Be Published Here

AN American edition of "The Well of Loneliness," Radclyffe Hall's book, will be published by Covici, Friede, New York publishers, within a week. This will be not quite 120 days after the book's publication in England, 120 days being the time allowed by the copyright law for printing copies to secure the American rights for an English work.

### Reading on the Farm

A STUDY of family reading on the farms of South Dakota has been made by W. F. Kumlien in cooperation with the United States Department of Agriculture, with great emphasis on the lack of any good supply of reading matter in districts where there is no county library. The principal reading matter of farm homes consists of newspapers, daily and weekly, journals and magazines. Only 38% of the adult members of the homes studied had read any books during the year.

### Lanier Resigns from Golden Book

HENRY WISHAM LANIER has announced that he will resign from the editorship of *The Golden Book*. He has served as the magazine's editor since its founding. His successor has not yet been announced.

### Communications

#### ANDREWS THANKS FRIENDS

Medical Mission Dispensary

Boston, October 27, 1928

Editor, *Publishers' Weekly*:

I would like to, thru your columns, to thank the many friends in the trade who have called or sent cards during my illness. It is rather tough to spend a third of one's 50th year in the book-trade in a hospital bed with rheumatism.

Yours truly,  
A. R. ANDREWS

## DISAGREEING ABOUT WHAT THE PUBLIC WANTS

1757 Cahuenga Ave.,  
Hollywood, Calif.  
October 21, 1928.

Editor, *Publishers' Weekly*:

In your issue of Oct. 6th under the title "What the Public Wants," Ida Josephine Watson makes the following statement:

"Many people thoroly enjoy browsing among books. It flatters their taste and vanity to be in the society of books, but woe be to the clerk who breaks this spell with advice or suggestions, unless it is asked."

I would like to know in what part of the country she is doing business that this could be true.

Out of about 400 members we have about 3 browsers. These browsers *very seldom take a book*. Since reading this article I have followed her advice, much to my regret. When they are allowed to browse they feel neglected. They will pick up a book, usually the type of book they are not interested in, and look thru this book until they have no more time to waste and not having found what they want they go out without anything. One man who likes to browse spent an hour the other night looking at four or five books. He took nothing.

The average person will take one of five books shown to them regardless of what they want. If they are told that the book is good and that other people like it and it is the type of book they want they will take it whether it is popular or not.

Most of our members come in, lay down their book, and say, "what have you got for me today?" They usually take the first book shown them. We keep a few books out of sight for the more particular ones who want something more exclusive. If it is out of sight behind the counter, where the reserved books are kept, they think they are getting something we would not give everyone.

"What the Public Wants," is to be shown some attention, and to be given something they think is a special favor to them.

THE FROG POND

V. C. Seaver, Jr.

## Book Club Selections

### A. B. A. BOOKSELECTION

November—"Jubilee Jim; the Life of Col. James Fisk, Jr." by Robert H. Fuller. *Macmillan*.

December—"The Wanderer" by Alain Fournier. *Houghton*.

### BOOK-OF-THE-MONTH CLUB

November — "Whither Mankind" Edited by Charles A. Beard. *Longmans*.

December—"The Case of Sergeant Grischa" by Arnold Zweig. *Viking*.

### THE LITERARY GUILD

November—"Meet General Grant" by William E. Woodward. *Horace Liveright*.

December — "Anthology of World Poetry" by Mark Van Doren. *A. & C. Boni*.

### POETRY CLAN

August-September—"Trivial Breath" by Elinor Wylie. *Knopf*.

October-November—"John Brown's Body" by Stephen Vincent Benét. *Doubleday*.

### FREETHOUGHT BOOK CLUB

October—"Jesuit Enigma" by Dr. E. Boyd Barrett. *Horace Liveright*.

November—"To the Pure" by Morris Ernst and William Seagle. *Viking*.

### BOOK LEAGUE OF AMERICA

November—"Zola and His Time" by Matthew Josephson. *Macaulay*.

### CATHOLIC BOOK CLUB, INC. (NEW YORK)

November—"Jörgensen" An Autobiography. *Longmans*.

December—"The Christmas Book" by D. B. Wyndham Lewis. *Dutton*.

### THE RELIGIOUS BOOK CLUB

October—"The Pilgrimage of Buddhism" by James Bissett Pratt. *Macmillan*.

November—"The Life and Writings of John Bunyan" by Harold E. B. Speight. *Harper*.

### DETECTIVE STORY CLUB

December—"Enter Sir John" by Clemence Dane and Helen Simpson. *Cosmopolitan*.

## Obituary Notes

### HERMANN SUDERMANN

HERMANN SUDERMANN, noted German author and playwright, died in Berlin on November 21st at the age of 72. He had suffered a paralytic stroke from which he was recovering when an additional inflammation of the lungs rendered his condition hopeless. He was born at Matziken, East Prussia, in September, 1857. His childhood he has described as "pretty much like that of all lads whose parents were poor." His parents' self-denial and perseverance enabled him to complete his education before accepting a position in Berlin as editor of a small political weekly. He resigned from the paper when he felt his politics were too radical for the managers, and with no financial backing whatsoever devoted himself entirely to literature proper. Tho he had written stories and novels before 1899 it was in that year, when his first play, "Honor," was produced in Germany, that he attained any success. He followed it with four other plays, all successes, the most famous of them being "Magda," which was performed at various times by Modjeska, Bernhardt and Duse. At one time he was one of the greatest figures among European authors and dramatists and while his later work, according to one of his critics, "apparently lost none of the intellectuality and sharpness which had made him an outstanding figure in world literature yet the content of his writings was less profound . . . than his earlier production." Among Sudermann's plays and novels that have been translated into English and published in this country are "Honor," "Magda," "The Joy of Living," "Morituri," "Roses," "Fires of St. John" and "Dame Care," "Song of Songs," "Indian Lily," "Regina," his autobiography "Book of My Youth" and the just-published "The Mad Professor."

### DR. C. F. LUMMIS

CHARLES F. LUMMIS, historian, author and explorer died at his home in Los Angeles on November 25th at the age of 69. Dr. Lummis was born at Lynn, Mass., in 1859. He was a member of the class of 1881 at Harvard University. Upon graduation he was an editor of a newspaper in Ohio and was later city editor

of the Los Angeles *Daily Times*. In 1884 he was stricken with paralysis and had to go to New Mexico where he became an authority on the life and legends of the Indians. He was a member of many literary and scientific societies and was knighted by the King of Spain in 1915 for his work in Spanish America. His accomplishments were admirable when one realizes that he became blind when he was in his early thirties. Among his works were "A New Mexico David," "Some Strange Corners of the Country," "The Land of Poco Tiempo," "The Man Who Married the Moon," "Spanish Songs of Old California," "Mesa, Canon and Pueblo," and a volume which has just been published, "A Bronco Pegasus."

## Changes in Price

### BRICK ROW BOOK SHOPS, INC.

"Some Personal Letters of Herman Melville, With a Bibliography," Meade Minnigerode, has been advanced from \$2.00 to \$3.00.

### G. HOWARD WATT

Carl Koehler's "A History of Costume," whose publication date has been postponed until December 20th, has been advanced in price from \$5.00 to \$7.50, due to unforeseen expenditures in connection with its many illustrations.

### THE VIKING PRESS

The price of "Adepts in Self-Portraiture" by Stefan Zweig will be changed from \$3.00 to \$3.50 as of November 1st.

### ALFRED A. KNOPF

The price of "The Decline of the West," by Oswald Spengler, until publication date, the two volumes, boxed together, will sell for \$12.50, but when published (November 9th) the two volumes will sell for \$13.50. Each volume, when sold separately, will cost \$7.50.

### DEAN AND COMPANY

"Fish Stories" by Edward D. Mentz, reduced from \$1.50 to \$1.00.

### D. APPLETON AND COMPANY

"The Life and Words of Christ" by Cunningham Geikie, from \$2.50 to \$3.00.  
"Cyclopaedia of Sermons" by Jabez Burns, D. D., from \$3.00 to \$3.50.

## Business Note

SPRINGFIELD, MASS. — The Friendly Bookshop moved some time ago to larger quarters at 162 Broadway. The staff has been somewhat changed. Ruth A. Smith continues to own and direct the business; Mrs. Hazel Cormier is business manager and Kate L. Wright is handling the book department. Miss Smith has just returned from a four months' trip to the Pacific and Honolulu and in January she will leave for a five months' World Cruise and will pick up foreign books en route.

# The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio; over 30 centimeters high); Q (4to; under 30 cm.); O (8vo; 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Adams, Randolph Greenfield

Pilgrims, Indians and patriots; the pictorial history of America from the colonial age to the Revolution. 222p. il., maps O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$3  
Contemporary pictures illustrate this history which continues the author's "The Gateway to American History."

## Adler, Cyrus

Jacob H. Schiff; his life and letters; 2v. 408p.; 396p. il. O c. Garden City, N. Y., Doubleday, Doran buck. \$10, bxd.  
The biography of a noted Jewish financier and philanthropist, written from his private papers and correspondence.

## Aldington, Richard

Collected poems. 246p. (bibl.) O c. N. Y., Covici-Friede \$3

## Aldrich, Richard

Musical discourse. 305p. D '28 N. Y., Oxford \$3

## Apuleius, Lucius

The golden ass; tr. by W. Adlington 318p. S ['28] N. Y., Modern Library flex. fab. 95 c.

## Aristotle

The works of Aristotle; tr. under editorship of W. D. Ross; v. 1. 654p. O '28 N. Y., Oxford \$5

## Arnold, John

The murders in Surrey Wood. 312p. D ['28] N. Y., Dutton \$2  
A complicated set of murders occur in Surrey

woods near the old manor house of a mysterious Marquis.

## Austen, Jane

Emma; introd. by Carl Van Doren. 406p. S (Modern readers' ser.) c. N. Y., Macmillan half lea. \$1.25

## Avery, Elizabeth, and others

First principles of speech training. 556p. (bibls.) diagrs. D c. N. Y., Appleton \$3

## Baker, G. P.

Tiberius Caesar. 333p. front., maps, diagrs. O c. N. Y., Dodd, Mead \$3.50  
A biography of the "Caesar" of the New Testament.

## Bartlett, John T., and Reed, Charles M.

Retail credit practice. 388p. il., diagrs. O c. N. Y., Harper \$4

## Barton, George

Walks and talks about old Philadelphia. 349p. il. S [c. '28] Phil., P. Reilly \$2

## Beck, Walter

Self-development in drawing, as interpreted by the genius of Romano Dazzi and other children. 295p. (bibl. footnotes) il., diagrs. O c. N. Y., Putnam \$5

On the theories of art education for parents and teachers, by a noted painter.

## Beebe, Lucius

Aspects of the poetry of Edwin Arlington Robinson. 110p. O '28 Cambridge, Mass., Dunster House \$5

## Allen, Henry

Speculations concerning the ether and its functions. 26p. (bibls.) O [c. '28] Seattle, Wash., Author, 61 Battery St. bds. 50 c.

## Ammarell, Raymond R.

Workbook and study outline for Problems of American democracy; rev. ed. 64p. (bibls.) map, diagrs. Q '28 c. '24, '28 Phil., McKinley Pub. Co., 1623 Ranstead St. pap. 50 c.

## Banerjea, Pramathanath

Indian finance in the days of the Company. 402p. O '28 N. Y., Macmillan \$5

## Barnhill, John Finch

The nose, throat and ear. 641p. il. (pt. col.) O '28 N. Y., Appleton \$7.50

Bauer, Ralph Stanley, and Watkins, Edgar, eds. Cases on the law of carriers. 1140p. O '28 N. Y., Prentice-Hall \$5

## Bell, Lillian, and Gerstenberg, Alice

The land of don't-want-to; a play in three acts. 54p. D (Junior League plays) c. '23, '28 N. Y., S. French pap. 75 c.

## Benvenuta, S. M.

By-paths of the presence of God; 2nd ed. 64p. D '28 St. Louis, Mo., B. Herder 80 c.

**Bible**

The New Testament; v. 1; pt. 1. The gospel according to St. Matthew; by the Very Rev. Joseph Dean. 185p. (bibl. footnotes) map (col.) O (Westminster version of the sacred scriptures) '28 N. Y., Longmans

bds., \$2; pap., \$1.60

A new translation from the Greek and Hebrew texts.

**Bordeaux, Henry**

Palestine. 128p. il. (pt. col.) F '28 N. Y., Brentano's

\$10

**Bury, J. B., and others, eds.**

Cambridge ancient history; v. of plates, 2. [illus. for vs. 5 and 6]. 131p. O '28 N. Y., Macmillan

\$3.25

**Buttler, Louise Harvey**

The magic house. 153p. il. (pt. col.) O [c. '28] Chic., A. Whitman

\$1.25

Fairy stories for children.

**Carritt, E. F.**

The theory of morals; an introduction to ethical philosophy. 156p. D '28 N. Y., Oxford

\$1.50

**Clément, Marguerite**

Where was Bobby? 151p. il. (pt. col.) D c. Garden City, N. Y., Doubleday, Doran

\$2

About Bobby and his dog, and his friend Suzanne and her cat, who all lived in a little French village.

**Collins, F. Howard**

Authors' and printers' dictionary; 6th ed., rev. 422p. S '28 N. Y., Oxford

\$1.20

Convent tales; by a religious of St. Peter's Community, Kilburn; preface by Sheila Kaye-Smith. 158p. D '28 N. Y., Macmillan

\$1.50

**Copeland, Edwin Bingham**

Natural conduct; principles of practical ethics. 269p. D c. Stanford Univ., Cal., Stanford Univ. Press

\$3.50

A science of ethics based on the teachings of modern biology.

**Cossley-Batt, Jill L.**

The last of the California rangers. 318p. il. O c. N. Y., Funk & Wagnalls

\$2.50

The adventurous life of Captain William J. Howard.

**Brown, Zaidee**

The library key; an aid in using books and libraries. 86p. diagrs. O c. N. Y., H. W. Wilson

pap. 70 c.

**Byrum, Enoch Edwin**

Life experiences; containing narratives, incidents, and experiences in the life of the author. 432p. il. D [c. '28] Anderson, Ind., Gospel Trumpet Co.

\$2

Ceramic products cyclopedia, with material and equipment catalog; 4th ed. by F. L. Steinhoff and others. 409p. il., diagrs. Q c. '28 Chic., Industrial Publications, 407 S. Dearborn St.

\$12

**Coleman-Norton, P. R.**

Palladii dialogus de Vita S. Joannis Chrysostomi. 319p. O '28 N. Y., Macmillan

\$5

**Cramer, Ruth**

And all my life [verse; lim. ed.] 42p. T '28 Portland, Me., Mosher Press

pap. \$1

**Darby, William Dermot**

Story of the chain store. 159p. il., map, diagrs. D c. N. Y. [Textile Pub. Co.]

\$2

A study of chain store policies and methods, particularly as they affect the independent merchant in the dry goods field, together with a general survey of chain store developments.

**Davies, Godfrey, ed.**

A bibliography of British history (Stuart period), 1603-1714. 469p. O '28 N. Y., Oxford

\$8

**Dobias, Frank**

The picture book of flying. 64p. (2p. bibl.) il. (col.) maps (col.) diagrs Q (Macmillan picture b'ks.) c. N. Y., Macmillan

\$2

A brief history of flying from the old Greek legends to modern aircraft, told in pictures and short notes for children.

**Dodd, Walter Fairleigh**

State government; 2nd ed. 618p. (bibl. footnotes) diagrs. O (Century political science ser.) [c. '22, '28] N. Y., Century

\$3.75

**Dukes, Ashley**

The world to play with [essays]. 148p. D '28 N. Y., Oxford

\$2.50

**Duren, William Larkin**

Francis Asbury, founder of American Methodism and unofficial minister of state. 283p. (bibl.) front. (por.) D '28 N. Y., Macmillan

\$3

**Eggleston, Edward**

The Hoosier schoolmaster; a story of backwoods life in Indiana; introd. by Emory Holloway. 231p. D (Modern readers' ser.) c. N. Y., Macmillan

80 c.

**Elgood, Lieut.-Colonel Percival George**

The transit of Egypt. 342p. (bibl. footnotes) map O '28 [N. Y., Longmans]

\$7.50

The history of Egypt, mainly in recent times.

**Farren, Lady A. F. F.**

Frisky tales. 188p. il. (col. front.) D '28 N. Y., Macmillan

\$2.50

**Flanagan, Hallie**

Shifting scenes of the modern European theatre. 280p. il. D c. N. Y., Coward-McCann

\$3.50

From the human rather than the technical point of view—the result of a year abroad as a fellow of the Guggenheim foundation.

**Crane, Judson Adams**

Cases on damages. 521p. O (American caseb'k ser.) '28 St. Paul, Minn., West Pub. Co. buck.

\$5

**Dickinson and Rice, comps.**

Fellowship prayers; 3rd ed. 126p. T '28 c. '18, '28 N. Y., Womans Press

pap. 75 c.

**Directory of psychiatric clinics for children in the United States**

2nd ed. 187p. O '28 N. Y., Commonwealth Fund, Div. of Pub'n's

pap. 75 c.

**Dougherty, Mary Lorette**

A comparative study of nine group tests of intelligence for primary grades. 121p. (2p. bibl.) diagrs. O (Johns Hopkins Univ. studies in educ., no. 10) '28 Balt., Johns Hopkins Press

pap. \$1.75

**Drewitt, F. Dawtry**

Romance of the Apothecaries Garden at Chelsea; 3rd ed. 192p. il. D '28 N. Y., Macmillan

\$3

**Everly, Lu Lester**

An oral drill book in arithmetic. 158p. il. D [c. '28] Bloomington, Ill., Public School Pub. Co.

\$1

**Forsythe, Robert Stanley**

A noble rake; the life of Charles, fourth Lord Mohun. 328p. il. O '28 Cambridge, Mass., Harvard \$3.50

**Fournier, Alain**

The wanderer; tr. by Françoise Delisle. 338p. D c. Bost., Houghton \$2.50

The strange adventure of a French peasant school boy romantically colors the rest of his life. This book—written fifteen years ago by a Frenchman who was killed in the war—is the selection of the A. B. A. for December.

**Funk, Frances Ellen**

Playtime round the world. 160p. il. (pt. col.) D [c. '28] Chic., A. Whitman \$1.50

Original games for children adapted from legends and folk-tales of other countries.

**Gallishaw, John**

The only two ways to write a story. 494p. diagrs. O c. N. Y., Putnam \$5

A case book for writers, containing a number of short stories with their analyses and an introduction by the author.

**Gleichen-Russwurm, Alexander, freiherr von**

Dandies and Don Juans; concerning fashion and love among the great; tr. by Margaret M. Green. 297p. (bibl. footnotes) il. O '28, c. '27, '28 N. Y., Knopf bds. \$5

The great dandies and beaux of history from Alcibiades to Rudolf Valentino, and some among the living.

**Golding, Louis**

Those ancient lands; being a journey to Palestine. 274p. il. O '28 N. Y., Knopf \$4.50

A picture of the life, manners and customs of the pioneers in modern Palestine, and a eulogy of their ideal.

**Gordon, Dorothy**

Sing it yourself. 82p. il. F [c. '28] N. Y., Dutton bds. \$3.50

Folk-songs, their stories and music, for children.

**Gordon, Jan, and Gordon, Cora Josephine [Mrs. Jan Gordon]**

On wandering wheels; il. by Jan Gordon. 343p. il. (col. front.) O c. N. Y., Dodd, Mead \$3.50

"Through roadside camps from Maine to Georgia in an old sedan car."

**Gordon, Neil E.**

College chemistry. 528p. il. S (New-world science) '28 Yonkers, N. Y., World B'k. \$2.96

**Fitch, Clyde J., comp.**

How to build modern loud speakers. 63p. il. diagrs. O c. '28 N. Y., E. I. Co. 25 c.

**Frebault, Marcel**

Picture collection; 3rd ed. 83p. il. O (Modern Amer. lib. economy ser.) '28 N. Y., H. W. Wilson pap. 90 c.

**Frisbee, Ivory Franklin**

The new age; all hail America and other poems. 46p. S [c. '28] Bost., Meador Pub. Co. \$1

**Gates, Arthur Irving**

New methods in primary reading. 245p. (bibls.) il. D '28 N. Y., Teachers College, Columbia Univ. \$2.25

**Geiermann, Rev. Peter**

The convert's catechism of Catholic doctrine; 9th ed. 110p. S '28 St. Louis, Mo., B. Herder pap. 15 c.

**Graves, W. Brooke, ed.**

Readings in public opinion; its formation and control. 1315p. (bibls.) il., diagrs. O c. N. Y., Appleton \$6

Covering all types of the recognized methods of forming public opinion thru literature, civic organizations, the radio, the movies, the press, etc.

**Greenan, John Thomas, comp.**

Readings in American citizenship. 452p. (bibls.) D [c. '28] Bost., Houghton \$1.60

**Greene, Lorna**

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Contributions to analytical psychology. Jung, C. G. \$5.50 Harcourt

Convent tales. \$1.50 Macmillan

Cost of living in twelve industrial cities, The. \$1.50 National Industrial Conference B'd.

Cost of living in the United States, The. \$2.50 National Industrial Conference B'd.

Dandies and Don Juans. Gleichen-Russwurm, A. freiherr von. \$5 Knopf

Elizabeth and Essex. Strachey, G. L. \$3.75 Harcourt

Emma. Austen, J. \$1.25 Macmillan

Emotions of normal people. Marston, W. M. \$5.50 Harcourt

England beautiful. Nutting, W. \$5 Dodd, Mead

England in Shakespeare's day. Harrison, G. B. \$2 Harcourt

Englishmen, Frenchmen, Spaniards. Madariaga, S. de. \$3.75 Oxford

Evaluation of some techniques of teacher selection, An. Tiegs, E. W. \$1.50 Public School Pub. Co.

Evangelized America. Loud, G. C. \$4 Dial Press

Familiar letters on important occasions. Richardson, S. \$4 Dodd, Mead

First principles of speech training. Avery, E. \$3 Appleton

Frisky tales. Farren, A. F. F. \$2.50 Macmillan

Gentle art of singing, The. Wood, H. J. \$6.50 Oxford

Golden ass, The. Auplius, L. 95 c. Modern Library

Golden treasury of the best songs and lyrical poems in the English language, The. Palgrave, F. T. 80 c. Oxford

Government ownership and operation of railroads. Splawn, W. M. W. \$5 Macmillan

Great fables, The. Komroff, M. \$5 Dial Press

Greater perfection. Miriam Teresa. \$2  
*P. J. Kennedy*

Hallowe'en tales and games. Owen, E. \$1  
*A. Whitman*

Happy days. Lewinson, R. \$1  
*Vinal*

Health of youth, The. Meredith, F. L. \$1.60  
*Blakiston*

Helden des Alltags. Zahn, E. \$1.25  
*F. S. Crofts*

High school library, The. Logasa, H. \$1.75  
*Appleton*

History of British civilization, The. Wingfield-Stratford, E. \$12  
*Harcourt*

History of Russia. Platonov, S. F. \$2.50  
*Macmillan*

Hoosier schoolmaster, The. Eggleston, E. 80 c.  
*Macmillan*

In cabins and sod-houses. Macbride, T. H. \$3  
*Ia. State Historical Soc.*

In the service of youth. Opdycke, J. B. \$3.50  
*Pitman*

Inferiority feeling, The. Walsh, W. S. \$2.50  
*Dutton*

Jeu de l'amour, Le. Rolland, R. \$1.25  
*Century*

Laboratory physics. Heckstall-Smith, H. W. \$1.50  
*Oxford*

Last of the California rangers, The. Cossley-Batt, J. L. \$2.50  
*Funk & Wagnalls*

Lectures in psychiatry. White, W. A. \$3  
*Nervous and Mental Disease Pub. Co.*

Life and death of the admirable Crichtoun, The. Urquhart, T. \$7  
*Harper*

Life and times of C. R. Das. Ray, P. C. \$5  
*Oxford*

Life of Abraham Lincoln, The. Tarbell, I. M. \$8  
*Macmillan*

Life of space, The. Maeterlinck, M. \$2.50  
*Dodd, Mead*

Lincoln (Abraham). Putnam, G. H. \$1  
*Oxford*

Livy XXX-XXXIII \$2.25  
*Century*

Macbeth. Shakespeare, W. 53 c; 33 c.  
*Harlow Pub. Co.*

McDaniel, George White. McDaniel, D. S. \$2  
*S. S. B'd of So. Bapt. Convention*

Mad professor, The. Sudermann, H. \$5  
*Liveright*

Magic house, The. Buttler, L. H. \$1.25  
*A. Whitman*

Making of note-books, The. Wright, C. B. \$2  
*Middlebury College Press*

Man of honor, A. Landman, I. 75 c.  
*S. French*

Marriage and family relationships. Ogburn, W. F. \$4.50  
*Holt*

Morning moods. Greene, L. \$1.75  
*Century*

Murders in Surrey Wood, The. Arnold, J. \$2  
*Dutton*

Musical discourse. Aldrich, R. \$3  
*Oxford*

Natural conduct. Copeland, E. B. \$3.50  
*Stanford Univ. Press*

New Testament, The. Bible. \$2; \$1.60  
*Longmans*

Noble rake, A. Forsythe, R. S. \$3.50  
*Harvard*

Northern Italian details. Thomas, W. G. \$10  
*Scientific B'k Corp.*

Notes on cookery. \$1.25  
*Mrs. T. W. Harwood*

Old Testament essays. Kennett, R. H. \$5  
*Macmillan*

On doing the right thing. Nock, A. J. \$2.50  
*Harper*

On wandering wheels. Gordon, J. \$3.50  
*Dodd, Mead*

Only two ways to write a story, The. Gallishaw, J. \$5  
*Putnam*

Palestine. Bordeaux, H. \$10  
*Brentano's*

Parks. Weir, L. H. \$15  
*A. S. Barnes*

Past and future. Stebbins, C. M. \$1.50  
*Stebbins & Co.*

Pentecost edition of the Man of Galilee, The. Russell, W. \$1.25; 75 c.  
*Truth Pub. Co.*

Picture book of flying, The. Dobias, F. \$2  
*Macmillan*

Pilgrim, The. \$1  
*Longmans*

Pilgrims, Indians and patriots. Adams, R. G. \$3  
*Little, Brown*

Playtime round the world. Funk, F. E. \$1.50  
*A. Whitman*

Poudre aux yeux, La. Labiche, E. M. 72 c.  
*Ginn*

Primary course in the Sunday school. Nordgren, R. P. \$2  
*Augustana Bk Concern*

Prophetic pictures of Christ. Todd, J. H. \$1  
*Bible Inst. Colportage Ass'n*

Reading and literature. Haggerty, M. E. \$1.44  
*World B'k*

Readings in American citizenship. Greenan, J. T. \$1.60  
*Houghton*

Readings in public opinion. Graves, W. B. \$6  
*Appleton*

Restaurants of London, The. Hooton-Smith, E. \$1.50  
*Knopf*

Retail credit practice. Bartlett, J. T. \$4  
*Harper*

Revelation; 2 v. Stevens, W. C. \$2.50 ea.  
*Christian Alliance Pub. Co.*

Rise and fall of new France, The. Wrong, G. M. \$10.50  
*Macmillan*

Road of health to grown-up town, The. Lummis, J. I. 76 c.  
*World B'k*

Sacred flame, The. Maugham, W. S. \$2  
*Doubleday, Doran*

Schiff (Jacob H.). Adler, C. \$10  
*Doubleday, Doran*

Schubert's (Franz) letters. \$3  
*Knopf*

Schumann-Heink. Lawton, M. \$5  
*Macmillan*

Secret of the golden idol, The. Rowe, J. G. \$1  
*Cupples & Leon*

Self-development in drawing. Beck, W. \$5  
*Putnam*

Shifting scenes of the modern European theatre. Flanagan, H. \$3.50  
*Coward-McCann*

Short course in spherical trigonometry. Sperry, P. \$1  
*Johnson Pub. Co.*

Sing it yourself. Gordon, D. \$3.50  
*Dutton*

Smart supper recipes. Herrick, C. T. \$1.75  
*L. C. Page*

Social dramas. \$3  
*John N. Landberg*

Some minor characters in the New Testament. Robertson, A. T. \$1.75  
*S. S. B'd of So. Bapt. Convention*

Spanish short stories of the sixteenth century. 80c.	<i>Oxford</i>	Thus spake Zarathustra. Nietzsche, F. W. \$4
Speed toys for boys. La Berge, A. J. \$1.25	<i>Bruce Pub. Co.</i>	<i>Dial Press</i>
Spiritual exercises of St. Ignatius, The. \$1.75	<i>B. Herder</i>	Tiberius Caesar. Baker, G. P. \$3.50
State government. Dodd, W. F. \$3.75	<i>Century</i>	<i>Dodd, Mead</i>
Stories of the angels. Scovil, E. R. 50c.	<i>Altemus</i>	Transit of Egypt, The. Elgood, P. G. \$7.50
Story of Aladdin and the wonderful lamp, The. Kettelwell, J. \$4	<i>Knopf</i>	<i>Longmans</i>
Story of the chain store. Darby, W. D. \$2	<i>Textile Pub. Co.</i>	Twenty-one nursery rhymes. Shipton, M. \$2
Struggle. Murphy, C. J. V. \$2.50	<i>Stokes</i>	<i>Knopf</i>
Swann's way. Proust, M. 95c.	<i>Modern Library</i>	Unconventional garden, The. Hort, A. F. \$4.20
Ted Jones at Desperation Island. Patchin, F. G. \$1	<i>Altemus</i>	<i>Longmans</i>
Ted Jones, fortune hunter. Patchin, F. G. \$1	<i>Altemus</i>	Undine. Schreiner, O. \$2.50
Ted Jones under sealed orders. Patchin, F. G. \$1	<i>Altemus</i>	Unknown warrior, The. Raynal, P. \$2.50
Ted Jones' week of terror. Patchin, F. G. \$1	<i>Altemus</i>	<i>Century</i>
"Terrible siren, The." Sachs, E. L. N. \$4	<i>Harper</i>	Walks and talks about old Philadelphia. Barton, G. \$2
Theory of light, The. Preston, T. \$8	<i>Macmillan</i>	<i>P. Reilly</i>
Theory of morals, The. Carritt, E. F. \$1.50	<i>Oxford</i>	Wanderer, The. Fournier, A. \$2.50
Those ancient lands. Golding, L. \$4.50	<i>Knopf</i>	<i>Houghton</i>
Through beds of stone. Haskins, M. L. \$3	<i>Knopf</i>	War in the air, The. Jones H. A. \$7.50
		<i>Oxford</i>
		Webster's wonder word book. \$3.75
		<i>Southwestern Co.</i>
		Week with Andy, A. Pitman, J. A. 80c.
		<i>Ginn</i>
		Where was Bobby? Clément, M. \$2
		<i>Doubleday, Doran</i>
		Whitehead's duplicate auction bridge. Whitehead, W. C. \$2
		<i>Stokes</i>
		Winter words. Hardy, T. \$2
		<i>Macmillan</i>
		Wits' End. Paradise, V. \$2.50
		<i>Dutton</i>
		Works of Aristotle. \$5
		<i>Oxford</i>
		World to play with, The. Dukes, A. \$2.50
		<i>Oxford</i>
		Yellow primrose, The. Young, J. F. \$2.50
		<i>Longmans</i>

# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE romance of lost historical letters and documents and their rescues from oblivion is illustrated with singular force in the discovery of the love letters of Abraham Lincoln and Ann Rutledge, written in 1834 and 1835, when Lincoln was studying law in New Salem, Illinois, and Miss Rutledge was going to school in Jacksonville. These letters eluded Nicolay and Hay, Ida Tarbell, Dr. W. E. Barton, Carl Sandburg, Albert J. Beveridge, and other biographers; and, also, a group of the most persistent collectors

that this country has known. Mr. Beveridge, after what appeared to him exhaustive research, seems to have to come to the conclusion that the love of Mr. Lincoln for Miss Rutledge was exaggerated. The announcement in the December *Atlantic Monthly* of an unparalleled Lincoln discovery and the publication of details in regard to it is the greatest literary and historical sensation that any magazine has to its credit for 1928. The editor, in an introduction, tells about this discovery, which he asserts is a new storehouse of

material. It comprises "letters passionate and real, which Abraham wrote to Ann and Ann to Abraham. There are other letters of Lincoln's own, written to his benefactor John Calhoun, telling of the love he bore Ann Rutledge. There is the most natural and human of diaries kept by Ann's cousin and bosom friend Matilda Cameron. There is the affectionate record of Sally Calhoun, daughter of John Calhoun. There are touching examples of Ann Rutledge's needlework, and a silver pin which Lincoln salvaged from the barrel which yielded him a treasure-trove of books. There are books, brittle and stained with age, Lincoln's daily companions during his odd-job and post office days, containing marginalia of intensest interest, including the Bible given him by Ann herself, bearing her own and Lincoln's signature." What a collection! As the editor remarks, "here is the human Lincoln, before the sterility of his deification." Miss Wilma Francis Minor, the owner of this material, has written the first installment of "Lincoln the Lover" based upon this new material and it appears with fascimiles in the December *Atlantic*. The question naturally arises, is all of this material absolutely authentic, and why has it not been discovered before? The editor of the *Atlantic* has not had an easy task in satisfying himself that this "new storehouse of material" was what it appeared to be. He has called to his assistance the best expert and literary talent to pass judgment upon its authenticity. There seems to have been no differences of opinion. The evidence submitted warrants the belief that a great discovery has been made that will throw a flood of light upon Lincoln's life, not only on his relations with Ann Rutledge, but on all the years that followed. Not only has the most careful scrutiny of this material been given, but the widest opportunity will be given for further study, as the entire collection will be placed on exhibition in the Treasure Room of the Library of Congress, where the great collection of Lincolniana owned by the nation will be available for comparison and corroboration of many points which now come to light. The story of discovery and authentication is an interesting one, especially to collectors, but it is not all available at this time and it is too long to be told here.

THE recent death of Dr. W. Dawson Johnston, bibliographer, European representative of the Library of Congress, brings to an end a most useful career. From the pursuit of history Dr. Johnston was led into the field of bibliography, which absorbed all his energies and became a life passion. Altho he held various administrative positions, including the librarianship of Columbia University and that of the St. Paul Public Library, his strong interest was in his bibliographical work. After serving as librarian of the American Library in Paris from 1921 to 1925, he became the European representative of the Library of Congress, and was engaged on very important special work when his death occurred. Dr. Johnston's work brought him in contact with a comparatively small circle, but those who were qualified to appreciate it were his warm friends and admirers.

THE library of the late Judge Harman Yerkes, of Doylestown, Penn., sold at the American Art Galleries, November 19 and 20, consisting of library sets, fine bindings, sporting books, and many choice miscellaneous books, comprising 335 lots, realized \$39,035. A set of the "Complete Writings" of Theodore Roosevelt, 22 vols., 8vo, morocco, published by Gebbie & Company, in 1903, with inscriptions by the author, brought \$5,100; the Bombay edition of Rudyard Kipling's "Works," 26 vols., polished calf, London, 1913-1919, \$925; the Edinburgh edition of Robert Louis Stevenson's "Works," 34 vols., 8vo, levant morocco, 1894-1899, \$610. Many other sets brought similarly high prices bearing out previous indications that there is a good demand for the best standard sets of the best authors.

THE first book sale of the season at the American Art Galleries, comprising the property of Mrs. Ford Madox Hueffer, an important Kipling collection, and the Poe collection of Joseph Jackson, with additions, was well attended and many high prices were realized. A first edition of Kipling's "Schoolboy Lyrics," brought \$2,900; the 29 numbers of *The United Services College Chronicle*, Kipling's school magazine of which he was editor for a time, \$1,700; a first edition of "Echoes" by Kip-

ling and his sister Beatrice, \$1,350; and the complete first edition of "Letters of Marque," \$490. A collection of first editions and of first appearances of Poe's writings, comprising 64 pieces, formed by Joseph Jackson, sold as one lot, realized \$4,500.

SOMETHING over ten years ago, a New York bookseller priced a presentation set of Kate Greenaway's "Almanacs" at \$150 in his catalog, and a collector, who could not persuade himself to send a check for this amount wrote asking the "best price" possible, "check to accompany order." The bookseller defended his price and remarked that undoubtedly this little set would bring twice as much inside a decade or two. In the current catalog of Walter M. Hill, of Chicago, a set, all presentation copies, is listed at \$600, and not long ago another set, with unique points, was listed in another bookseller's catalog at \$650. It is the constant recurrence of such advances in almost every line of collecting that makes appraisers feel some allowance should be made for appraisals based upon past records. And collectors are making these allowances by creating new high records in almost every important auction sale.

CATALOG No. 512, "Music: Early Books, Manuscripts, Portraits and Autographs, 1473-1928," just issued by Maggs Brothers, of London, is another of the special catalogs just issued by this famous rare bookshop with a strong appeal for collectors along this line. As usual the volume is a small quarto, 300 pages, 537 lots, with index, and many full page illustrations of facsimile title pages, frontispieces, manuscripts, and portraits. The prices range from a few pounds to £500, or more. Many items have long scholarly notes, and the catalog as a whole deserves preservation as a model in this special field. The collector will find it filled with material of absorbing interest.

THE back to back method of binding which has been used in a few old publications has been adopted for an old book catalog by Frank Hollings of London. A catalog of "Books of the Olden Time" comes to hand, and, turning the catalog

over, it opens again on the other side and we have the list of "Books of the Nineteenth and Twentieth Centuries." One of the titles that will catch collectors' attention is a complete set of first editions of Thomas Hardy in original cloth bindings, uncut. This includes the very rare first edition of Part 1 of "The Dynasts." The price is £890. A Lewis Carroll item is also of special interest, being a circular which asked for the return of copies of the sixtieth thousand of "Through the Looking Glass" which Lewis Carroll desired to withdraw owing to the bad reproduction of Tenniel's drawings. That £5 5s. should be asked for this leaflet indicates the temper of the present demand for Lewis Carroll items.

### Catalogs Received

**Americana, biographies, presentation copies, etc.** (No. 1; Items 75.) The Market for Exchange, Room 712, 88 Broad St., Boston, Mass.

**Americana.** Aurand's Book Store, 925 North Third St., Harrisburg, Pa.

**Americana, antiques, art, architecture, biography, birds first editions, folk lore, handwriting, etc.** (No. 51; Items 680.) A. J. Huston, 92 Exchange St., Portland, Me.

**Americana, Arctic and Antarctic, association books, first editions, art books, fine bindings, bookplates.** (Items 379.) W. A. Butterfield, 59 Bromfield St., Boston, Mass.

**Americana, the library of genealogy and Virginiana collected by Alexander Brown.** (No. 34; Items 907.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

**Books about America, books by Americans and some others.** (Items 324.) Norman Alexander Hall, 40 Langley Road, Newton Centre, Mass.

**Books about books, bibliography and modern private presses.** (No. 511; Items 1009.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

**Choice and rare books in every field of collecting, together with autograph letters and examples from Ashendene, Doves, Kelmscott, Nonesuch and other private presses.** (No. 33; Items 636.) The Brick Row Book Shop, Inc., 42 East 50th St., New York City.

**Fine and rare books, including Americana, art, first editions, association books, etc.** (No. 5; Items 729.) The Rowfant Bookshop, Inc., 103 East Fifty-ninth St., New York City.

**First editions and other choice books, including a large number pertaining to Rupert Brooke, Lovat Fraser, James Stephens, W. B. Yeats and John Millington Synge.** (No. 6; Items 514.) Alexander Greene, 803 Fine Arts Bldg., Chicago, Ill.

**Old and rare books.** (No. 7; Items 384.) G. P. Putnam's Sons, Ltd., 24 Bedford St., London, W. C. 2, England.

**Rare book discoveries.** (No. 57; Items 369.) Dawson's Bookshop 627 South Grand Ave., Los Angeles, Cal.

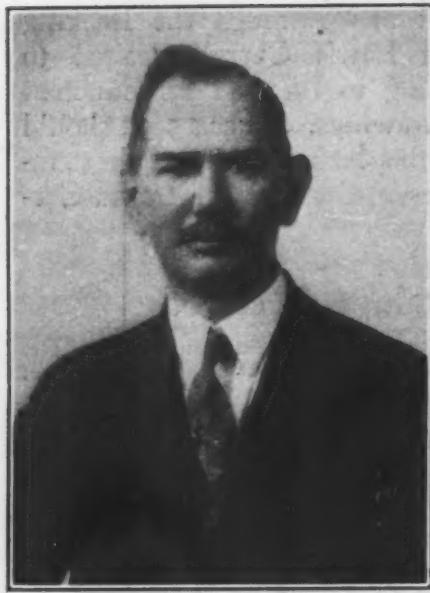
**Recent acquisitions of notable books and manuscripts in all fields of literature.** (No. 121; Items 248.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

**Second-hand books in general literature, standard sets, biography, biology, books and bookmaking, drama, history, etc.** (No. 177; Items 2327.) Goodspeed's Book Shop, 2 Milk St., Boston, Mass.

**Second-hand French books dealing with historical and general literature.** (No. 244; Items 1397.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

**Bibliotheca Americana.** (No. 52.) Americus Book Co., Americus, Ga.

## Noted Names in American Publishing... old and new



S. F. Areson

A publishing career well shaped to lend inspiration to all aspiring young men in this field, that of S. F. Areson, now President of the American branch of Thomas Nelson & Sons.

He actually set off where stories of romantic careers begin — at the very bottom as an office boy. Either unusual talent, or unusual eagerness and intelligent common sense, or both took him successfully through clerical work, book keeping, the manufacturing and buying division, on to the totally different functions of selling and advertising management. With this rounded knowledge of the business he went on to the Presidency.

Among the widely advertised publications of Thomas Nelson & Sons are the American Standard Bible, the King James Bible, the New Century Library, Nelson's Perpetual Loose-Leaf Encyclopaedia and Nelson's Loose-Leaf Living Surgery.

From the very inception of the Nelson Encyclopaedia and the Nelson Surgery, the J. Little & Ives Co. have been the typographers and the printers of these monumental works.

# J. J. Little & Ives Co.

**Complete Book Manufacture**  
*from manuscript to finished book... all under one roof*  
*Large or Small Editions*

425-435 East 24th St.

NEW YORK, N.Y.

# Bookmaking

*A Monthly Department With Directory of Manufacturing Firms*

## A Great American Printer

*Theodore L. DeVinne, Born 100 Years Ago, Brought Craft Ideals to American Book and Magazine Production*

John Clyde Oswald

THEODORE LOW DEVINNE, the 100th anniversary of whose birth will occur December 25, 1928, was the first American printer to attain wealth and distinction without the assistance of the publishing business. America's most famous printer is Benjamin Franklin, and he was also the first in the industry to accumulate a fortune sufficient to enable him, at a comparatively early age, to retire from further active participation in business. But Franklin was also a publisher—of books, periodicals and a famous almanac—and he conducted a bookstore in which were sold many other things besides books, slaves for instance, and "very good sack."

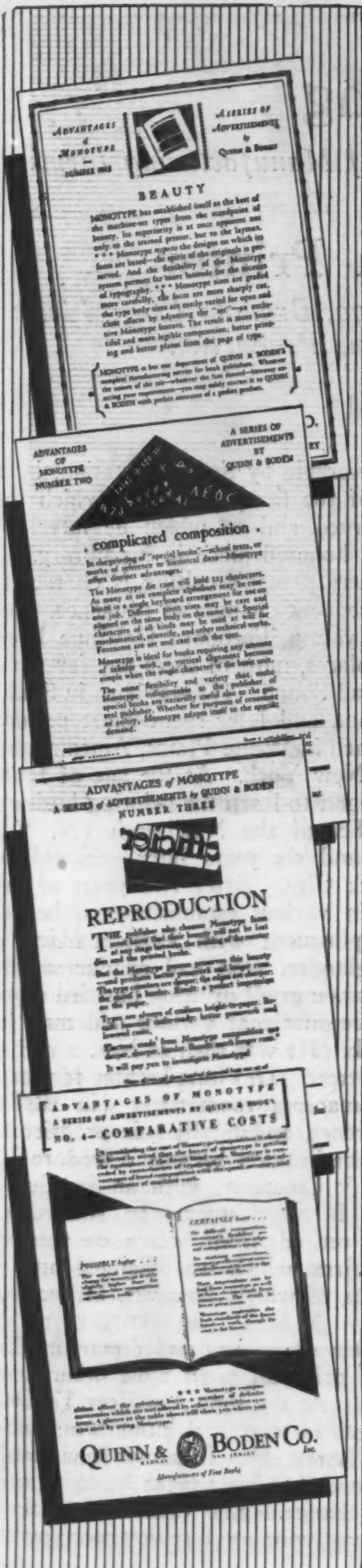
Two other printers in the history of the industry in America deserve to be mentioned—Isaiah Thomas, of Worcester, Mass., and Matthew Carey, of Philadelphia. Both operated on what was in their times a large scale and both acquired a considerable competence but, in their cases as in that of Franklin, it was publishing rather than printing from which their profits were derived.

DeVinne was not a publisher. His business was solely that of a contracting printer and whatever may have been his material gains, they came entirely from his printing business, and investments made with profits from it. His earliest recollection, however, concerned itself with a famous publishing house. All of his five brothers worked as printers or bookbinders, the eldest, John, being employed by Harper & Brothers in Franklin Square, New York. When Theodore was seven years of age, his father, a Methodist minister, took him to visit the Harper establishment, and the occasion was

made memorable by the presentation, by a member of the firm, of a book which the boy preserved and to which he later accorded an honored place in his library.

A country parson's calling is characterized by frequent changes of residence, consequently young Theodore DeVinne lived in many places, most of them not far from Long Island Sound. He was born in Stamford, Conn., and later spent short periods of years each in White Plains, Amenia, and Catskill, New York. At the age of fourteen he began to learn the printing business in the office of the Newburgh (N. Y.) *Gazette*, and six years later removed to New York City. After two years of experience in various establishments, he secured employment with Francis Hart, a New Englander, who had conducted for several years a small printing business more or less successfully at various addresses in New York. He was then at Nos. 2 and 4 Thames Street. DeVinne became foreman of the composing room, later (in 1858) junior partner, and finally sole proprietor. In 1883 the business became Theodore L. DeVinne & Company, with an only son, Theodore B., as partner. In 1908 Mr. DeVinne retired from active connection with the firm, which was changed into a corporation, of which, however, he became president.

There have been ups and downs in the quality of printing, as in most other arts and crafts. At the time Theodore L. DeVinne began his career, printing was probably at its lowest ebb. It cannot be claimed for DeVinne that his advent brought any startling change. The cylinder printing machine was winning a reluctant recogni-



# Advantages of MONOTYPE

A Series of Advertisements  
by QUINN & BODEN

No. 5

THIS advertisement concludes a series in which we have given in detail the advantages of Monotype composition.

To summarize: Monotype offers the publisher a form of machine composition which has the flexibility and beauty of first-class hand work. \*\*\* Monotype is cast from matrices cut with millimeter precision, in a very hard metal. The result is a clearer and deeper type face that gives better impressions and longer runs. \*\*\* The cost of Monotype composition, consequently, is a little higher than that of other machine setting, except in complicated matter, where the cost is likely to be lower. Monotype's longer press runs also minimize the initial expenditure. \*\*\*

Bring your specific composition problems to us; we'll gladly suggest methods, quote comparative prices, and submit samples of the many beautiful and original Monotype faces which are now at your disposal. We are re-printing this series of advertisements in the form of a booklet, which we will be glad to send to those interested, on request.



QUINN & BODEN CO., INC.

Manufacturers  
of Fine Books

RAHWAY

NEW JERSEY



*Mr. DeVinne in his private office and library in the old DeVinne Building at 393 Lafayette Street*

tion, but work done upon it was not equal in quality to that produced by the Washington hand-press or the Adams press operated by power. When the half-tone engraving made its appearance and the paper manufacturers were forced to produce a hard-surfaced paper that would "take" the new printing plates, DeVinne was one of the first to see its possibilities and to lend his skill as a craftsman to the solution of the problems brought on by the changing conditions.

Improvement in typography did not come until the last decade of the century. It was led in England by William Morris at the Kelmscott Press, and in America in somewhat lesser degree by Will Bradley at the Wayside Press in Springfield, Mass. DeVinne was never a great typographer. He studied type faces and contributed to their design, but few of his books will ever take high rank among the typographic specimens treasured by collectors.

But in the printing of magazines, particularly those illustrated with wood cuts and later half-tone engravings, DeVinne led all the rest. The first coated paper was made for his use by S. D. Warren, Sr.

DeVinne secured the cooperation of engraver and paper manufacturer and ink-maker to a degree that had never been achieved before. He early perceived the usefulness of organization in industry. Societies and unions of workmen had been rather generally organized, but aside from occasional meetings in times of emergency, the employing printers were practically unknown one to another. In 1861, at the age of thirty-three, he acted as secretary of a series of meetings, and in 1862 was influential in organizing a meeting in New York of representatives of several Eastern cities. When the United Typothetae of America was organized in Chicago in 1887, he was elected its first president.

He was one of the founders of the Gro-





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a book made—and to think  
that I saved money as well!***

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*Finished Book*



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KINGSPORT, TENNESSEE**

***Sales Agencies***

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578 Madison Avenue

**CHICAGO**  
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THE MARK

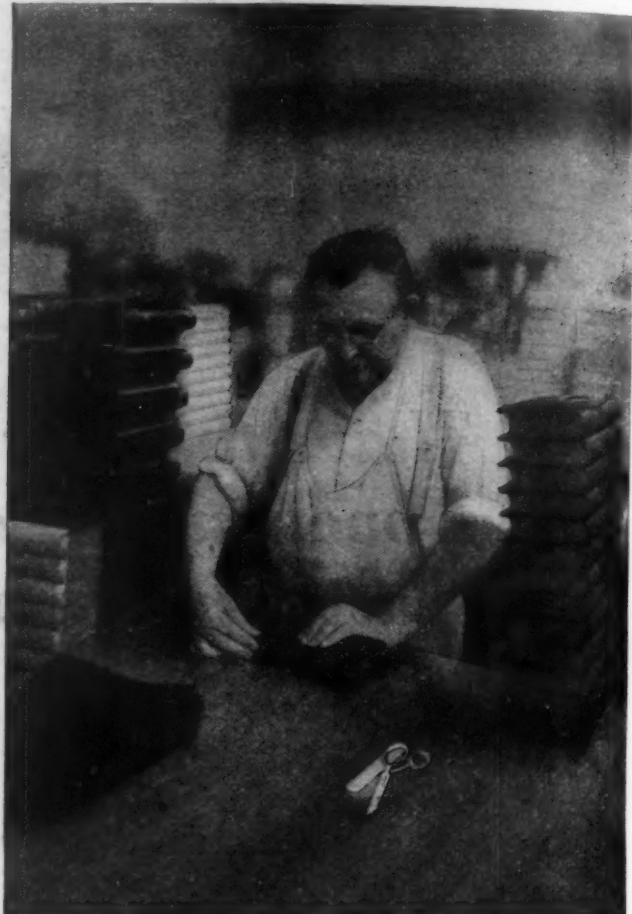


OF GOOD BOOK MAKING SINCE 1877

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who produces  
Master Conkey  
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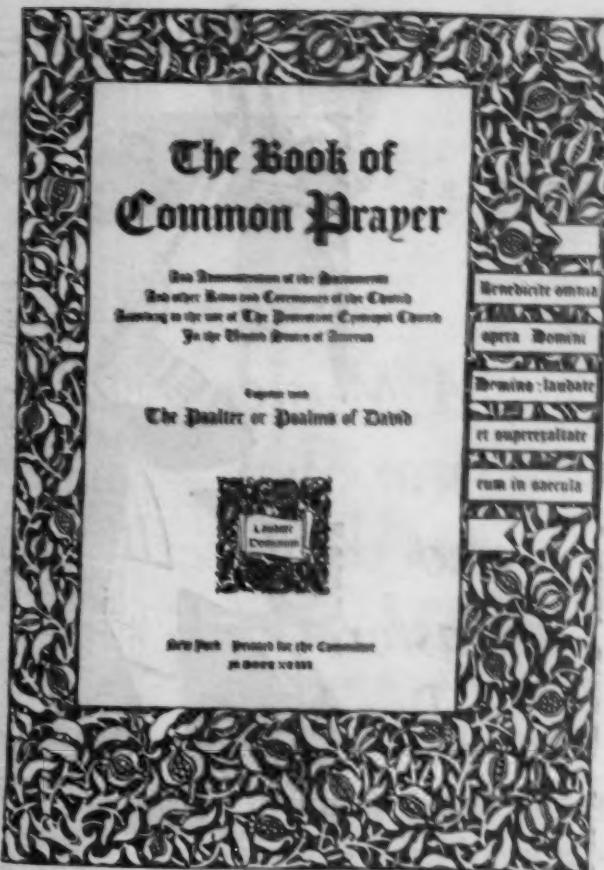
**CONKEY-MADE  
BOOKS**

DeVinne, altho always an advocate of the Open Shop, was popular among his employees. He knew most of them by name and, on the rounds of his establishment that he made every business day, he had a cordial word of greeting for each. He was equally popular among his competitors.

I once asked him, while visiting him in the spacious library he maintained at his plant, to show me if possible the most beautifully printed book he had ever seen. He arose and took down from a shelf a volume that, as I remember, was printed late in the fifteenth century. I then asked for his second best specimen, and he rather proudly offered the "Book of Common Prayer" printed at the expense of J. Pierpont Morgan. Two thousand octavo volumes of it were issued with one hundred and one additional in quarto size, a single volume being on vellum. His most imposing work was the Heber Bishop "Book of Jades" in two volumes of large folio size, to print and bind one hundred sets of which required fourteen years.

DeVinne received the degree of Master of Arts from Yale and Columbia Universities. In 1910 a bronze bust of him was made from life by Chester Beach on the order of a group of friends thruout the country. The original is in the Avery Memorial Building, Columbia University.

DeVinne's death occurred February 16, 1914. On March 10, 1914, a memorial meeting was held at the Aldine Club, New



*This book DeVinne considered one of the best books ever produced by the press*

York, under the auspices of the New York Typothetae. It was presided over by James W. Bothwell, president of the Typothetae and for a long time an associate in business with DeVinne. Addresses were made, among others, by Robert Underwood Johnson and Walter Gilliss.

*The hundredth anniversary of the birth of Theodore Low DeVinne falls on Christmas day this year, a year in which the interest in fine printing and the quality of the work itself is at a much higher ebb than it was when Mr. DeVinne undertook to produce work that was art. It is in view of all this that Mr. Oswald has written for these pages, this article on "A Great American Printer."*

## The Illustrated Book Show



*One of Boris Artzybasheff's illustrations for "Ghond the Hunter."*

THE exhibit of American book illustration, which is now being conducted for its third year by the American Institute of Graphic Arts, opens on December 4th at the exhibit rooms of the Institute at 65 East 56th Street. The address at the opening meeting will be given by Elizabeth Luther Cary, who has been editor of the art department of the *New York Times* for the past twenty years and author of books on William Morris, Rossetti, "The Art of William Blake," etc. The exhibit this year has been in charge of Frederick Coykendall, director of Columbia University Press, assisted by a jury of selection including W. A. Dwiggins of Boston, Charles Dana Gibson, and Frank Weitenkampf of the New York Public Library.

From the books submitted, the jury selected 22, which, after the New York showing, will go on the road accompanied by numerous originals. Of the books selected only three, Rockwell Kent's "Candide," published by Random House; "Doug and Mary and Others," published by the Vanguard Press, and Alexander King's "The

"Emperor Jones," published by Liveright, have been printed in limited editions. Practically all the rest will be found in the book stocks of the country, and many bookstores and libraries will put them on display immediately, as the Christmas-shopping public will be glad to have these suggestions as a shopping aid. Eight of the group are children's books, including picture books for the very youngest reader—Wanda Gag's "Millions of Cats," (*Coward McCann*), Willy Pogany's "Mother Goose," (*Nelson*) "Little Peachling," (*Volland*) also, a baby record book, which Maginel Barney illustrated for Harper & Brothers and reproduced in the 4-color process, "Vathek" illustrated by Mahlon Blaine, which the John Day Company published following their success with "Salambo." Mead Schaeffer is represented by his illustrations for "The Count of Monte Cristo." Books of the outdoors and adventure are represented by "Adventures of an African Slaver" with illustrations by Covarrubias, published by Albert & Charles Books, "Cowboy" illustrated by Ross Santee and issued by Cosmopolitan Book Cor-



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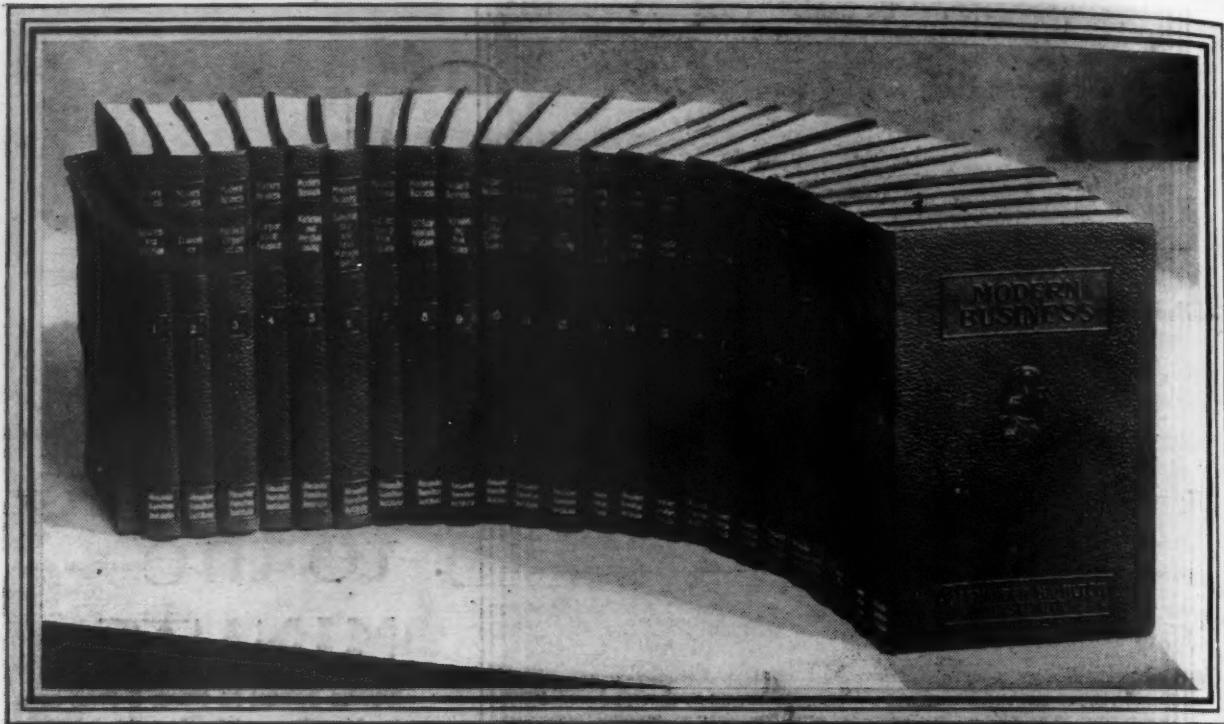
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Photograph of Alexander Hamilton Institute Books (in Fabrikoid covers) by courtesy of Alexander Hamilton Institute.

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poration, "An Indian Journey" by Waldemar Bonsels illustrated by Harry Brown, published by Albert & Charles Boni. Travel books are represented by Lyle Saxon's "Fabulous New Orleans," for which E. H. Suydam made many attractive pictures; this was published by the Century Company. There are two books of reminiscences, "The Romance of an Art Career," written and illustrated by Joseph Cummings Chase, famous for his portraits of outstanding people of the Great War, and published by J. H. Sears & Company, Art Young's "On My Way," published by Liveright. The only volume of poems is Doubleday, Doran's "Spring Plowing," for which J. J. Lankes did a title-page. This artist's fine illustrations for Robert Frost's "West-Running Brook" were not received in time to be considered. The list of those selected is considerably shorter than that of previous years and one notices other books received after the closing of the entries on November 1st which could not receive the attention of the jury.

The two books of art reminiscences, attractive as they are, also raise the question of what is to be considered as within the scope of the art of book illustration. Neither Chase nor Young planned illustrations for their books, but the illustrations were selected from their art work, and that is something else again.



*This pencil sketch by Suydam of a New Orleans Court is from Lyle Saxon's "Fabulous New Orleans"*

## List of Books in the Third Annual Exhibition of American Book Illustration

*Albert & Charles Boni, Inc.*

HARRY BROWN "AN INDIAN JOURNEY" BY WALDEMAR BONSELS  
Line Cuts. Printed by Haddon Craftsmen, Inc. \$4.00

MIGUEL COVARRUBIAS "ADVENTURES OF AN AFRICAN SLAVER" BY CAPTAIN  
THEODORE CANOT  
Halftones. Printed by J. J. Little and Ives Company. \$4.00

*Century Company*

E. H. SUYDAM "FABULOUS NEW ORLEANS" BY LYLE SAXON  
Four color process; color offset. Printed at Knickerbocker Press. Pencil  
reproductions; Klim, Linder & Bauer Litho. Company. \$5.00

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LITTLE PEACHLING  
(MOMOTARO)

MAN, many years ago, there lived in the mountains of Japan an honest old wood-cutter and his wife. They had no little children of their own and often the good woman would mourn about it, saying, "How happy we should be if we only had a little child." And the good husband would answer her, "Yes, indeed, wife! I wish that we had a little son to grow up and care for us in our old age."

Now these good people loved children and they were so kind to them that all the children in the neighborhood loved them dearly and liked to play near their home.

One fine morning, the old man went up on the mountain-side to gather fagots, while his wife went down to the river to wash the clothes. As was the custom, she spread out her clothes on the smooth white stones. As she was scrubbing and scrubbing, she saw a large peach come floating and tumbling along in the water. At last it caught among her clothes. Reaching out with a long bamboo-pole, the old woman drew it towards the bank and pulled it out.



LAUGHING SONG

When the green woods laugh with the voice of joy,  
And the dimpling stream runs laughing by;  
When the air does laugh with our merry wit,  
And the green hill laughs with the noise of it;

When the meadows laugh with lively green,  
And the grasshopper laughs in the merry scene;  
When Mary, and Susan, and Emily  
With their sweet round mouths sing, "Ha ha he!"

These two text pages illustrate the high standards in children's book manufacture. That on the left is from "Little Peachling," Volland, and that on the right from Pamela Bianco's selection of Blake poems which was published in a limited edition by the Hampshire Bookshop and in the trade edition by Macmillan

*Cosmopolitan Book Corporation*

Ross SANTEE

"COWBOY" BY ROSS SANTEE

High-light halftones. Printed by J. J. Little and Ives Company. \$2.50

*Coward-McCann*

WANDA GAG

"MILLIONS OF CATS" BY WANDA GAG

Lithography. Printed by Jersey City Printing Company. \$1.25

*John Day Company*

MAHLON BLAINE

"VATHEK" BY WILLIAM BECKFORD

Line cuts. Printed by Quinn & Boden Company, Inc. \$5.00

*Dodd, Mead & Company*

MEAD SCHAEFFER

"THE COUNT OF MONTE CRISTO" BY ALEXANDRE DUMAS

Printed by Quadri Color Company. \$3.50. Four color process

*Doubleday, Doran & Company*

J. J. LANKES

"SPRING PLOWING" BY CHARLES MALAM.

Woodcuts. Printed by Country Life Press. \$2.50

**f**

ffffffffff

fe,fy,fo,fum

ffffffffff

ORTUNATELY for the peace and comfort of those fastidious craftsmen who feel the need of freely flowing "f's," there are now offered in those faces that require them, special logotypes combining "f" with the various characters that follow it. There is also available a series of italic logotypes designed to eliminate the unsightly gaps which commonly occur when certain letters come together, and to give a close-fitting italic without cutting or kerning. A folder showing these special logotypes and demonstrating their use has just been issued and a copy may be had from any Linotype agency.

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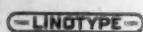
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CASLON OLD FACE,  
GRANJON AND  
GARAMOND*



cepted the offer, for the Caliph, having ordered him next morning to be called, said:

"Read again to me what you have read already; I cannot hear too often the promise that is made me, the completion of which I languish to obtain."

The old man forthwith put on his green spectacles, but they instantly dropped from his nose on perceiving that the characters he had read the day preceding had given place to others of different import.

"What ails you?" asked the Caliph; "and why these symptoms of wonder?"

"Sovereign of the world," replied the old man, "these sabres hold another language to-day from that they yesterday held."

*Mahlon Blaine's drawings for "Vathek," John Day, were beautifully matched with the type on the text-page*

### *E. P. Dutton & Company*

BORIS ARTZYBASHEFF "GHOND THE HUNTER" BY DHAN GOPAL MUKERJI  
 Line cuts. Printed by Braunworth & Company, Brooklyn, N. Y. \$2.50

ELIZABETH MACKINSTRY "THE NIGHT BEFORE CHRISTMAS" BY CLEMENT C.  
 MOORE  
 Offset lithography, Knudsen process. Printed by Robert Teller Sons &  
 Dorner. \$2.00

### *Harper & Brothers*

MAGINEL WRIGHT BARNEY "THE BABY'S RECORD" BY MAGINEL WRIGHT BARNEY  
 Four color process. Printed by Haddon Craftsmen, Inc., Camden, N. J.  
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## I-PANYA, ELIJAH AND THE SNAKE•I

**W**HEN I arrived at Cannanore in the blessed province of Malabar, the Hindu Rameni led me in front of his house which he wished me to rent from him during my stay there. To get my first glimpse of it he and I had to join forces and work our way together through the wild tangle of the garden. It was in the usual style of the European houses in India, a one-storied bungalow with a high-pitched roof, overhanging eaves and a wide veranda across the whole of the front. Said Rameni:

"This is my dearest possession on earth. I have kept and tended it carefully, and for seven years no human being has set foot in it. The last tenant was Sahib John Ditrey, an English officer of great renown, to whom every soldier drawing near had to do obeisance. He spent his

[1]

*The chapter-headings and initials for "An Indian Journey" were drawn by Harry Brown*

### *Horace Liveright, Inc.*

ALEXANDER KING

"THE EMPEROR JONES" BY EUGENE O'NEILL

Color offset. Printed by Van Rees Press, Grinnell Lithographic Company. \$15.00

ART YOUNG

"ON MY WAY" BY ART YOUNG

Line cuts; halftones. Printed by Van Rees Press, New York. \$4.00

### *Macmillan Company*

PAMELA BIANCO

"THE LAND OF DREAMS" POEMS BY WILLIAM BLAKE

Line cuts. Printed by Van Rees Press. \$2.00

### *Milton Bradley Company*

WANDA PETRUNKEVITCH "THE FLYING HORSE" BY KASIMIR AND OLGA KOVALSKY

Four color process. Printed by John C. Otto Company. \$1.75



*Joseph Cummings  
Chase's drawing of  
Will Bradley, the dean of  
American Designers  
which is reproduced in  
Mr. Chase's autobiography*

*Thomas Nelson & Sons*

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*Penn Publishing Company*

**FRANK E. SCHOONOVER**

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*Random House, Inc.*

**ROCKWELL KENT**

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*J. H. Sears & Company, Inc.*

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BY JOSEPH CUMMINGS CHASE**

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*Vanguard Press, Inc.*

**BERTRAND ZADIG**

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3. **POEMS FOR PETER**, by Lysbeth Boyd Borie. Published by J. B. Lippincott Company. Bound by The Haddon Craftsmen, Inc. Price \$1.75.
4. **THE EMPRESS OF HEARTS**, by E. Barrington. Published by Dodd, Mead & Company. Bound by Quinn & Boden. Price \$2.50.
5. **THE FATHER**, by Katherine Hol-land Brown. Published by John Day. Bound by Quinn & Boden. Price \$2.
6. **TWELVE PORTRAITS OF THE FRENCH REVOLUTION**, by Henri Bértaud, with woodcuts by Bertrand Zadig. Published by Little, Brown & Company. Bound at their plant, The Riverside Bindery. Price \$3.50.

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# Elizabeth and Essex

BY LYTTON STRACHEY



NEW YORK: CROSBY GAIGE  
LONDON: CHATTO & WINDUS  
1928

*Title-page of the limited edition of "Elizabeth and Essex" which Crosby Gaige published over here*

## "At the Sign of the Chorobates"

The mail of the week brings to the desk a beautifully hand-printed circular, and we have happily sent our five dollars to secure a copy of the first book from At the Sign of the Chorobates, in New Haven, the new private press of Carl Purrrington Rollins and Margaret Rollins. No sample page is offered as to the appearance of Thoreau's "On the Duty of Civil Disobedience," but no chances are taken on a book of such a title set by hand by Mr. Rollins from the original Caslon. It is also interesting to read that it is to be printed on gray paper, as it seems likely that there will be a pleasing experimentation in papers of different color among the private press output of the immediate future.

## Printing for Commerce Show

THE second of the four yearly exhibits of the American Institute of Graphic Arts is the Printing for Commerce Show which opens on February 1st and for which specimens are now coming in. The jury which will pick the material that will be shown first in the Art Center and then tour in duplicate all the large cities of the country will meet on December 15th, and specimens should be sent to the Institute rooms at 65 East 56th Street marked for Frank Fleming. Very little of publishers' publicity has found its way into these exhibits, and yet it would seem as tho many of the catalogs and circulars which they produce compare well with the best output of current typography.

## "The Night Before Christmas" by Clement C. Moore



With pictures by E. MacKinstry  
E.P. Dutton & Company

*This reproduction of the cover for "The Night Before Christmas" gives no idea of its brilliant color*

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THE November bulletin of the Lanston Monotype Machine Company has an essay on "Art in Type Design" by Frederic W. Goudy which is appropriately set in 14-point Goudy Lanston, Mr. Goudy's most recent contribution to Monotype resources. There is so much use being made today of illustrations in broad line and heavy black ink that a type which can go comfortably as an accompaniment to such treatment is especially welcome.



NCE upon a time, long ago, in the chief city of the Great Cham, Emperor of China, Persia, Mesopotamia, and Hind, Khan of the Steppes and Lord of the Multitudinous and Multi-coloured Isles, there lived an old tailor named Mustapha, his wife Twan-ki and their small son Aladdin. Prosperity had, unaccountably, failed to attend the shears and swiftly-flying needle of the industrious Mustapha and from incessant toil he could not wring more than an uneasy livelihood.

Now, as says the Master Kilo-ho-éé, 'When the yak is bogged it bemoans every shoulder to press at the stern,' and natural piety no less than reasonable inclination should have urged the lusty Aladdin to aid his overblown parents. But alas! the house of Mustapha was divided against itself, for the son of that house was high-stomached and froward, idle, mischievous and a thorn in the heel of the virtuous, loathing learning and turning aside with unfeigned disgust from all honest toil. The worthy tailor for lack of means had no choice in the matter of his son's future, and inevitably designed that Aladdin should follow his father's feet into the tailor's shop which had been founded by his highly-respected ancestors.

*Part of a page from "Aladdin." The initials and decorations by John Kettlewell are beautifully printed in cerise and black. Knopf publishes the book*

### Lectures at New York University

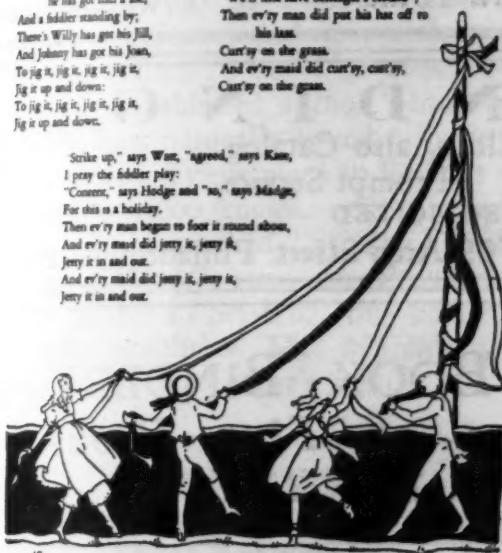
THE fall course of the American Institute of Graphic Arts on Printing, conducted by Frederic W. Goudy at New York University has been having an attendance of seventy students and is proceeding with great success. The University is now able to announce that the second term course on the general subject "Design in Printing" will be conducted by Walter D. Teague. It will consider not only the fundamental principles underlying all design but the interest in modern tendencies in design. This course will be on Friday evening from 6:15 to 8 o'clock, from February 8th to May.

## Come Lasses and Lads

Come lasses and lads, take leave of  
your daddo,  
Away to the maypole heir; for ev'ry  
he has got him a she,  
And a fiddler standing by;  
There's Willy has got his Jill,  
And Johnny has got his Joan,  
To jig it, jig it, jig it, jig it,  
Jig it up and down;  
To jig it, jig it, jig it, jig it,  
Jig it up and down.

"Begin," says Harry, "aye, aye," says Mary,  
"We'll lead off Pickering's Round";  
"No, no," says Neil and "No, no," says Dell,  
"We'll fixt have Seller's Round";  
Then ev'ry man did put his hat off to  
his lass.  
Curly on the grass.  
And ev'ry maid did curly, curly,  
Curly on the grass.

Strike up," says Woz, "agreed," says Kass,  
I pray the fiddler play:  
"Consent," says Hodge and "so," says Madge,  
For that is a holiday.  
Then ev'ry man began to foot it round about,  
And ev'ry maid did jerry it, jerry it,  
Jerry it in and out.  
And ev'ry maid did jerry it, jerry it,  
Jerry it in and out.



## Come Lasses and Lads

Giddily and with grace  
Come han - on and fads, take leave of your dolls, A-way to the may-pole biss; For ev - ry han  
get a dol, And a dol the moun - ling by; There's Will - ly han got his jol, and  
John - ey han got his joss. To jig it, jig it, jig it, jig it, jig it up and  
down. To jig it, jig it, jig it, jig it, jig it up and down.

These two pages accomplish skilfully the double page spread as a unit. In "Sing It Yourself," above, words, music and decorations are interestingly included. In "Twenty-One Nursery Rhymes" below two rhymes are made to offset each other with considerable charm on hand-lettered pages



# YOUNG LAMBS TO SELL

Young lambs to sell!  
I never would cry "Young lambs to sell,"  
If I had as much money as I could tell.  
I never would cry "Young lambs to sell."



## LITTLE LAD

## LITTLE LAD

Where wast thou born?  
Far off in Lancashire  
Under a thorn.  
Where they sup sour milk  
From a ram's horn.



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Miller. Wiske Away on a Sunbeam. Several copies.

Protocols of the Elder of Zion.  
Harmon. Occult Studies. Occult Pub. Co. Boston. 1891.

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Riggleman. Problem of Analyzing Local Business Conditions. Los Angeles. 1927.  
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Fuller-Strong. Child Labor. 1926.  
International Conciliation. Pub. Carnegie Endowm. for Internat. Peace. Nos. 1 to 37.  
Manson. Bibliogr. of the Analysis Measurement of Human Personality Up to 1926. Washington.  
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Smalley. Anglo-American Memoirs. 2nd series. 1912.

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 Hansen. *What's Wrong with the Amer. Mind*.  
 Channing. *Hist. of the U. S.* Vols. 1 to 3.  
 Bancroft. *Hist. of the Pacific St. of North Amer.*  
 Vols. 1 to 34.  
 Appleton. *Cyclopaedia of Amer. Biogr.* Vol. 7.  
 Lopez de Ayala, *Poesias*. Pub. Kuersteiner.  
 Biolog. *Laboratory Woods Hole: The Marine*  
*Biol. Labor.* Vol. 33.  
*Journal of Biol. Chemistry.* Vols. 19, 22, 24, 25,  
 30, no. 7.  
 MacMuttric. *Corrector of the Press in Early*  
*Days of Print.*  
*Psychol. Review.* Vol. 28, 2; 30, 1.  
*Modern Philology.* Vol. 19, 1; or compl.  
*Journal of Religion.* Vol. 1, 1-2, or compl.  
 Adams. *Study in the Commerce of Latium.*  
*Physiol. Reviews.* Vols. 1 to 3.  
*Yale Studies in English.* Vol. 25. Ben Jonson,  
 Bartholomew Fair; Vol. 45. Ben Jonson,  
 Cynthias Revel,  
 Deventer v. Kunow. Fr. Bacon. Trans. Parker.  
 1st ed.  
*American Journ. of Archaeol.* Vol. 24, 3.  
*Census, 14th, of the U. S.* Vol. 1. 1920 and  
 foll.  
 Geijsbeck. *Ancient Double-Entry Bookkeep.*  
 Carpenter. Longfellow.  
 Norton. *Corresp. Betw. Carlyle and Emerson.*  
 Harrison. *Life and Letters of E. A. Poe.*  
 Hotchkiss. *Leadership of Advert. Brands.*  
*Journal of Abnormal Psychol.* Ed. Prince. From  
 the beginn. to 1923.  
*Journal of Philos.* Vols. 1 to 20.  
 Irving, W. *Compl. Works.* 1882-90.  
 Longfellow. *Works.* 1886-90.  
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*Social Forces.* Baltimore. Vols. 1, 2.

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 Surtees. *Mr. Sponge's Sporting Tour.* Stringer &  
 T. 1856.  
 Jerrold. *Life of Cruikshank.* 2 vols. London.

W. BALLANTYNE, 1421 F ST., WASH., D. C.  
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*True Adventures of the Secret Service.* Russell.

BOOK SHELF, 15 GARFIELD PLACE, CINCINNATI, O.  
 Benson. *Queen Lucia.*  
*Book of Facts.* Pub. King-Richards Co., Spring-  
 field, Mass.  
 Caffin. *Story of French Painting.*  
 Crompton, Francis. *Gentle Heritage.*  
 Dickens. Household ed. Pub. Harper & Bros.  
 Gissing. *Whirlpool.*  
 Holmes, Oliver Wendell, Jr. *Speeches.* Little,  
 Brown & Co.  
 Hubbard, Elbert. *Little Journeys to Homes of*  
*Great Scientists.*  
 Huysingier. *Tao Teh King.*  
 Lummos. *The Awakening of a Nation (Mexico).*  
 Pub. Harper & Bros.  
*Masters of Medicine.* Issued by Longmans,  
 Green Co. 1890.  
 Morehead, Warren K. *Stone Age in North*  
*America.* Last ed.  
 Morehouse, George W. *Wilderness of Worlds.*  
*Old Joy.*  
*Old Historical Books and Maps on New Orleans,*  
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Rackham. 1st trade eds. of Christmas Carol,  
Grimm's Fairy Tales, Midsummer Night's  
Night's Dream, and the Niebelunglied. Vol.  
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Lacodaire. God. Notre Dame Conference.  
Blake. Pencil Drawings. Pub. Nonesuch Press.  
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rier. 1st English ed.  
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Thayer, Wm. Roscoe. Italica.  
Thomas, George C., Jr. Practical Book of Out-  
door Rose Gardening.  
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True Life of Benjamin Franklin.  
Wittier, editor. Child Life. Pub. Riverside  
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Leatherface. Baroness Orczy. Originally pub-  
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Concerning the Free Negro. 1919.  
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Vol. 14, No. 3.  
Decisions of the Commissioner of Patents: 1883,  
1886, 1887, 1888, 1899, 1900, 1902, 1905,  
1906, 1907, 1914, 1915. Any volume.  
Keigwin. Precedents of Pleading. 1910.  
Federal Anti-Trust Decisions. Vols. 5, 6, 7.  
U. S. Court of Claims Reports. Vols. 15, 27,  
31, 35.  
Beach. Modern Equity Jurisprudence. 1892. 2  
vols.  
Bigelow. Elements of Equity. 1879.  
Bracton's Note Book. Maitland.  
Lewson. Forms of Pleading and Practice. 1914.  
3 vols.  
McCrory on Elections. 4th ed. 1897.  
Goodnow. Politics and Administration. 1900.  
Harvard Law Review. Vol. 7, no. 7.  
Adams. Courts and Council in the Anglo-Nor-  
man Period.

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Elmes. Law of Customs. 1887.

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Robert Nathan. Autumn. 1st ed.  
Ambrose Bierce. Collected ed. Neale Publishing  
Co. 1909.  
The Chameleon. Periodical published Pittsburgh.

CENTRAL BK. SHOP, MIAMI, FLORIDA  
Lanier, Sidney. All 1st eds.

G. M. CHANDLER, 75 E. VAN BUREN, CHICAGO  
Belt. Naturalist in Nicaragua.  
Hope. Dolly Dialogues.  
Mark Twain. Bibliography by Johnson.  
Mark Twain. Huckleberry Finn. 1st ed. 1885.  
McNeill. Mining & General Telegraphic Code.  
3 copies.  
Parsons. Ceremonies.  
Hearne. Hudson Bay. 1795. 4to.  
Mackenzie. Voyage. 1801. 4to.  
Meares Voyage. 4to. 1790.  
Vancouver's Voyages. 6 vols.

CHANNEL BKSHOP, 283 PARK AVE., NEW YORK  
Benet. John Brown's Body. Lim. ed.  
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Cherington. Advertising as a Business Force;  
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Hines, Jack. Blue Streak; Seegar and Cigaret.  
Lampliere. Classical Dictionary.  
McAvery, Judge A. C. Distinguished North  
Carolinians.  
Mallory. Russell Flint illus. 1st ed. 2 vols.  
Peel. Distinguished North Carolinians.  
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Hay. The Breadwinners. Any ed.  
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Bury, J. B. Ancient Greek Historians.  
Kaines, Smith. Greek Art and National Life.  
London. 1914.  
Hall. Aegean Archaeology.  
Buschor. Greek Vase Painting.  
Burg. Romances of Chivalry on Greek Soil.  
Romanes Lectures. Oxford. 1911.  
Jebb. Modern Greece.  
Pottier, Edmund. Douris and the Painters of  
Greek Vases. Murray. 1909.

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Michaelis. *A Century of Archaeological Discovery*. Murray.  
 Bent, J. T. *Cyclades. Greek Poets in English Verse*. Edited by Appleton.  
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 Whittier. History of Haverhill. Haverhill. 1832; Poems. Phila. 1838; The Stranger in Lowell. Boston. 1845.  
 Whitman. Leaves of Grass. Wash. 1870; Leaves of Grass. Camden. 1882. Any book by or about Walt Whitman.

GOODSPEED'S BK. SHOP, 2 MILK, BOSTON, MASS.  
 Davis. Salmon Fishing on Grand Cascapedia. 1905.  
 Dugmore. Romance of the Newfoundland Caribou.

## The Publishers' Weekly

## Weekly Book Exchange

## GOODSPEED'S—Continued

Greenleaf. New Practical Arithmetic. Late ed.  
 Guynemer, G. Knight of the Air. 1918. Yale.  
 Kerl. Common School Grammar. Late ed.  
 Lamb. Textile Industries of U. S.  
 Park. Bad Results of Good Habits.  
 Smith. The Villages of Vagabonds.  
 Thomas. Sex and Society.  
 Thompson. Guide to Health. 1835.  
 Wallace. World of Life.  
 Webb. N. E. Railway and Mnfgrs. Statistical Gazetteer. Webb. 1859.

GOODSPEED'S, 7 ASHBURTON PL., BOSTON, MASS.  
 Early Records of Albany. 1869. Vol. 1.  
 Allen. Hist. of Green Co., Ky.  
 Biog. Cyclo. Armstrong & Indiana Cos., Pa. 1891.  
 Arnold. Life and Letters of Jackson.  
 Beyer. Album of Virginia.  
 Bush. Higher Education in Mass. 1891.  
 Dimock. Vital Records Mansfield, Conn.  
 Finley. Hist. Russelville & Logan Cos., Ky.  
 Gaines. Hist. of Scott Co., Ky. 2 vols.  
 Hodge. Handbook of American Indians.  
 Isham & Brown. Early Rhode Island Houses.  
 Langford. Vigilante Days and Ways.  
 Lowther. Hist. of Ritchie Co., W. Va.  
 Morehead. Stone Age in North Am. 2 vols.  
 Reed. Hist. of Bath, Maine.  
 Singleton, Esther. Anything.  
 Memorial Record of Western Ky. 2 vols. 1914.  
 Genealogies: Bartlett, 1876; Bliss, 1881; Carpenter, 1901; Conant, 1887; Conover, 1912; Cushman, 1885; DeWolfe, 1902; Doty-Doty, 1897; Evans, 1893; Fowle, 1891; Fox, 1899; Hill, 1904; Mansfield, 1885; Maulsby, 1902; Moseley, 1878; Page, 1893; Paxton, 1903; Sharp, 1880; Webster, 1894; Woodhull, 1904; Goodhue, 1891.

GOTHAM BOOK MART, 51 W. 47TH, NEW YORK  
 Miller. Portrait Life of Lincoln.  
 Mencken. Geo. Bernard Shaw.

GRAMERCY BK. SHOP, 122 E. 19TH, NEW YORK  
 Meynell, Alice. Fifty Years of My Life.

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 Quain, J. Anatomy. 1st or early ed.  
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 Villa Claudia. Mitchell. 2 copies.  
 Gangs of New York. Asbury. 1st ed.  
 Leonardo the Florentine. Taylor. 1st ed.  
 Amenities of Book Collecting. Newton. 1st ed.  
 Hymns That Have Helped.  
 The Cause. Ray Strachey.  
 The Mystic. Mary Fells.  
 Memoirs of Marquesse de Kerbouc.  
 Dragon of Essex.  
 Doomed City.  
 Rose Jar. Jones. 1st ed.  
 Reminiscences of Wilmington. Montgomery.  
 Genghis Khan. Lamb. 1st ed.  
 God of the Bees. Smith.

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Historical Families. Spooner.  
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Seton's Lives. Vol. 1.  
Insurrections. Stephens. 1st ed.  
Sir Launcelot and Knights. Howard Pyle.  
Adventures of Robin Hood. Howard Pyle.  
Natural History of Ducks. Phillips. 1st vol.

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Marine Research Publication. Set or single vols.  
Confessions of a Confidence Man. Smith, Munn  
& Co.  
History of Politics. Jenks. Dutton.  
Inn of Disenchantment. Lisa Tarleau. Pub.  
Houghton Mifflin.  
Resources of West Virginia. About 1881. Boyd.

HALL'S BK. SHOP, 361 BOYLSTON, BOSTON, MASS.  
Health and Happiness. Fallows. McClurg.

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Hale. New England History in Ballads.  
Hardy. Return of the Native. Any ed. published prior to 1891.  
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O'Reilly, E. B. How France Built Her Cathedrals. Harper.

E. HALLENBECK, 751 STATE, SCHENECTADY, N. Y.  
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Burgoynes State of the Expedition.  
Anbury's Travels. 2 vols.  
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Art of Rigging. Biddlecomb. Pub. Marine Research Society.  
Sweet Scented Flowers and Fragrant Leaves.  
Donald McDonald. Pub. 1895.  
Pointed Roofs; Interim. Richardson.

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Revival of Learning.  
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Age of Despots.  
Italian Literature. In the Renaissance of Italy  
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## HARVARD COÖP.—Continued

Versaille: Its Life History. Hill.  
North America Index Fossils-Shimer. Grabau.  
Rembrandt. Bell.  
Velasquez. Berneto.  
Snorri's Prose Edda. Trans. Brodeur.  
James Thomson. Macaulay. Eng. Men of Letter Series.  
Mufti. McNeile (Sapper).  
Oeuvres der Michel L'Hospital. 1819. Ed. Jean Paterd. 5 vols. without plates.  
English Novel. Sir Walter Raleigh. Scribner.

R. E. HAWKINSON, 6140 WOODLAWN, CHICAGO  
Books on Butterflies. Colored illus.  
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Godey, Peterson Mag. Colored plates.

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Radclyffe Hall. The Well of Loneliness. English ed.

K. HIERSEMANN, LEIPZIG, GERMANY  
Margarita Decratalium. Fol. S. lat et typ. u. Nik. Kessler ca. 1490.  
Probus. De Compendiis Litterarum. 1498.  
Powell, G. H. Cooperation in Agriculture.  
Cumberland, W. Cooperative Marketing. 1917.  
Cowie, G. A. Fertilization of Tea.  
Ridgway, R. Color Standards.  
Garrison. Status and Work of the Training Supervisor.  
American Journal of Physiology. Baltimore. Complete set.  
Journal of Biological Chemistry. Balt. Complete set.  
American Journal of Anatomy. Phil. Vols. 1 to 27.  
American Journal of Botany. Vols. 1 to 8.  
Historia Politica Constantinopoleos. Ed. Bekker. 1849. Corpus Script. Hist. Byzantinae. Vol. 22.  
Boas, F. Anthropol. Papers Written in Honor of —. 1906.  
Trade and Stativus Adjacent to Land Frontier Routes. Calcutta. Vol. 1 and following. Complete and Separate.  
Statistical Abstract for Brit. India. Calcutta. Vol. 1 and following. Complete and Separate.  
Review of the Trade of India. Calcutta. Vol. 1 and following. Complete and Separate.  
Abstract of the Census of the U. S. 1910.  
Zoological Record. Vols. 1 to 59. 1864 to 1926. Complete and Separate.  
Whitman. Democratic Vistas.  
Museum Work. 1918 to 1926. Complete and Separate.  
Joad, C. E. M. Samuel Butler. 1925.  
Stallings, Lawrence. Plumes. 1923.

## Weekly Book Exchange

## J. HIERSEMANN—Continued

Turberville & Howe. Great Britain in the Latest Age. 1921.  
 Bidwell, P. W. & J. J. Falconer. History of Agriculture in the Northern U. S. 1620 to 1860. 1925.  
 Livingstone & Shreve. Distribution of the Vegetation in U. S. 1921.  
 Schimek. Distribution of Forest Trees in Iowa. 1899.  
 Mason, O. T. Aboriginal American Basketry, etc. 1902.  
 Brandes, G. Maxim Gorky. Eng. 1912.  
 Burgos, A. Orientaciones Americanas.

W. M. HILL, 25 E. WASHINGTON ST., CHICAGO  
 Birmingham. Spanish Gold.  
 Agricola.  
 Life and Times of Saint Bernard. Marison. London, 1863.  
 Le Queux. Secret Telephone.  
 An American at Oxford.  
 O'Neill, Eugene. 1st eds.

HOCHSCHILD, KOHN & CO., BALTIMORE, MD.  
 Pearson, Peter. Psycho-Harmonial Philosophy.  
 Shute, Henry. Pluply.  
 Mountains of the Bible.  
 Ewald. Two-Legs.  
 Wild Asses. Dunton.  
 Orczy. Leatherface.  
 Bell. Journey to Ohio in 1870.  
 Smith. Life at the South.  
 Ropes. Campaign of Waterloo.  
 Steed. Hapsburg Monarchy.  
 Cabells and Their Kin.  
 Morley. Travels in Philadelphia. 1st ed.  
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 Trade Bacus Spatium. Amsterdam. 1672.  
 Frost, Robert. A Boy's Will. 1st Eng. ed.  
 Roughead, Wm. The Riddle of the Ruthvens.  
 Kingsley, Charles. Water Babies. 1st ed.  
 Wyss, J. D. Swiss Family Robinson. 1st ed.  
 Hunt, Violet. French Rose of Weary Lea.  
 Lanier, Sidney. Tiger Lilies.  
 Kirkland, oJseph. Zury.  
 Schwab. Confederate States of America. 1901.  
 Lewis & Bumbaugh. Stratagems and Conspiracies to Defraud Life Insurance Companies.  
 Correspondence of James G. Blaine.  
 Lange, Andrew. Blue Fairy Book. Large paper copy. White binding.  
 Hume, Martin. Wives of Henry VIII. 1st ed.  
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 Newton, A. Edward. Amenities of Book Collecting. 1st ed.

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 Kenneth Grahame. Wind in the Willows. 1st ed.  
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J. P. HORN & CO., 1905 WALNUT ST., PHILA.  
 Ogden. West of Dodge.  
 Adams, Andy. Any titles.  
 Haggard. Madame de Staél.  
 Strickland. Queens. Japan paper ed. Vol. 12.  
 Lives and Times of the Popes. 3/4 lev. Lateran ed. Vol. 1.

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 Manors of Virginia. Mrs. E. T. Sole.

H. S. HUTCHINSON & CO., 222 UNION ST., NEW BEDFORD, MASS.  
 Historical and Biographical Genealogy of the Cushman, the Descendants of Robert Cushman, the Puritan, from the Year 1617 to 1855. Henry Wyles Cushman. Pub. Little, Brown & Co. 1855.

HUTZLER BROS. CO., BK. DEPT., BALTIMORE, MD.  
 The Star of the Seven Jewels. Harper.

HYLAND'S OLD BK. STORE, PORTLAND, ORE.  
 The Damsel of Darien. W. G. Simms. Vol. 1.  
 Lea & Blanchard. 1839.  
 Olaf the Glorious. Robert Leighton.

ILL. BK. EXCH., 337 W. MADISON ST., CHICAGO  
 Monthly Law Reporter. Vol. 14.  
 Bonney, Edward. Banditti of the Prairies. 1850.  
 U. S. Geol. Survey. No. 429. Harris. Gulf Coastal Plan.  
 Shakespeare. Bankside ed. Ed. Appleton Morgan. 1892. Vol. 10 only.  
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 Stone & Kimball ed. Poe's Works with Beardsley illus. in Portfolio. 10 vols. Chicago. 1894-5.

S. & K. Catalogues and the following with their imprints:

Adams. Essays in Modernity.  
 Browne. Hajji Baba.  
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America's Coming of Age.  
Evans. Dive Law Line; any items.  
Woman's Paradise. Zola.  
Geographic Magazines. 1890, all; 1892, Mar. 18,  
21, 26, 31, May 15, 1893, all; 1894, Jan.,  
1896, June; 1897, Mar.; 1898, May; 1899,  
Mar., Dec.; 1900, Sept.; 1901, Feb.; 1902,  
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KROCH'S, 206 N. MICHIGAN AVE., CHICAGO  
Board Family, Genealogy of. 2 vols.  
Collingwood, S. D. Life and Letters of Lewis  
Carrol. Century. 1899.  
Firbank, Ronald. 1st Eng. eds. of works.  
Herndon. Lincoln. 1st ed.  
Howard, Clifford. Graphology. Penn.  
Lubke. History of Art. 2 vols. Illus.  
Orczy, E. Leatherface. Doran. \$1.35.  
Prascad. Finer Forces of Nature.  
Reuter, Fritz. Works. In English trans.  
Sterling. Shakespeare's Sweetheart. Macrae  
Smith.  
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Straus, O. S. Roger Williams, the Pioneer of Religious Liberty. 1894.  
Conrad. Walpole.  
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Cactaceae. Vol. 1. Brinton & Rose. Carnegie Institute.  
Lonely Dancer. Le Gallienne.  
Standard of Breeds Including Judging Points. 1922. Field & Fancy Pub. Co.  
Quiet Cities. Hergesheimer. 1st ed.  
Prelude to Adventure. Walpole.  
Spiritual Reformers of the 16th & 17th Centuries. Rufus Jones.

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Symonds. Studies of the Greek Poets; Sketches in Italy and Greece.

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Byron and Byronism in America. Leonard. Columbia University Press.  
Lamia. Keats. Illus. W. H. Low.  
Barrie. A Holiday in Bed. 1892. New York Publishing Co. Cloth; Tillyloss Scandal.  
Lovell, Coryell & Co. Cloth; Two of Them. 1893. Paper covers. Lovell, Coryell & Co.; An Auld Licht Manse. 1893. Paper covers. Universal series, no. 1. John Knox & Co. New York; A Lady's Shoe. 1893. Bren-tano's. Cloth; Life in a Country Manse. 1899. Neely's Booklet Series No. 29. New York.

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Clock Book. Nutting.  
Ben Jonson and the Classical School. F. E. Schelling.

LOFLAND BK. SHOP, 732 W. 6TH, LOS ANGELES  
Harrison. Fighting Spirit of Japan.  
Moritz. Working Data for Irrigation Engrs.  
Smith, Hamilton. Hydraulics. Wiley. 1886.  
U. S.-G. S. Prof. Paper 126.  
U. S. G. S. Water Supply 194.  
Year Book, 1925. Am. Soc. Civ. Engrs.

LOS ANGELES, CAL., PUBLIC LIBRARY  
Drama. Vol. 1, nos. 1 & 4.  
Critic. Vols. 1 to 3.  
Books. Vols. 1-date. Pub. N. Y. Herald-Tribune.  
Dramatist. Vols. 1-14. Beginning 1909.  
Green Book. Vols. 1-26. 1909-1922.  
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